 kyte.tv

Combining User-Generated Content, Social Networking and Mobile Services

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Company & Product
Company Overview

• **Formation:** kyte.tv is developed by decentral.tv. The company was founded in 2006 by Erik Abair and Daniel Graf, creators of the world’s 1st MP3 Home Stereo Jukebox and key figures behind the Philips Streamium product line.

• **Size:** Staff of 25

• **Location:** Headquarter in San Francisco, California
  European office based in Zurich, Switzerland

• **Legal:** Privately held U.S. C-Corporation

• **Awards:** decentral.tv was presented with the [Red Herring 100 Award](#) in Spring 2007. This award is given each year to the top 100 private technology companies based in North America.
Company Overview | Investors

decentral.tv closed $ 2.25 m **series A financing round** in July 2006 with global investors, including:

- **Atomico Investments** (co-founded by Niklas Zennström)
- **Draper Fisher Jurvetson** (investors in Hotmail, Overture, and Skype)
- **Draper Richards** (founding investors in Skype)
- **Ron Conway** (one of the early investors in Google), and leading European private investors including **Klaus Hommels**, **Oliver Jung** and **Peter Schuepbach**

In 2007 further **strategic investment partners** joined:

- **Swisscom**
  Switzerland’s leading telecommunications provider
- **Holtzbrinck Ventures**
  VC arm of Germany’s leading media company Holtzbrinck
- **Nokia Growth Partners**
  Global private equity and VC management arm of Nokia
Industry Trends

• User-Generated Content (UGC)
  • TIME Magazine awarded UGC to 2006’s person of the year
  • YouTube streaming more than 100 million videos per day
  • Nearly half of all online videos are user-generated

• Social Networking
  • Social networks are amongst the most successful Internet destinations
    (MySpace no.1 in U.S., Facebook saw 270 % user growth within the last year)
  • High stickiness with 37 % of users visiting daily and 41 % several times a week
  • Big trend to mobile social networks with about 174 million users by 2011

• Mobile
  • 3.25 billion mobile subscriptions expected for EOY 2007
  • One out of ten images already taken on a camera phone
  • UGC on mobile expected to generate revenues of $ 5.74 billion in 2012
kyte.tv brings together the three major trends User-Generated Content, Social Networking and Mobile Services in a unique and seamless way.
With kyte.tv you **easily create your own interactive TV channel and communicate** with your friends in real-time, both online and on the go.

**Produce your show**
(video, webcam, pictures, audio, polls, etc.)

**Broadcast on your channel**
(simultaneous broadcast online and mobile)

**Embed it anywhere and connect with your friends**
(via integrated LiveChat - your embedded channel is always up to date)
There are 3 easy ways to produce your multimedia show:

1. **Online** using simple drag and drop tools to create your show featuring pictures, videos (incl. webcam), audio, polls, text, and links.

2. **On the go** with kyte Mobile including pictures (e.g. LifeStreams or QuickPix), video, audio, text, etc.

3. **Via e-mail** to your unique channel e-mail address and the attached media instantly turns into a show. This means you can send your media from every mobile phone or computer.
Broadcast

Instantly broadcast your show on your channel:
Embed and watch it anywhere on the web including Facebook, MySpace, WordPress, your personal website, or any supported mobile phone.
Connect within your Uber-Network

Stay connected in real-time with your friends no matter where your channel is embedded through LiveChat. kyte.tv is destination agnostic and gives you your own Uber-Network.
Highlights and Key Differentiators

• **Real-time**
  Real-time and simultaneous content distribution to websites, blogs, social networking profiles (e.g. kyte app on facebook), and mobile phones.

• **Cross-platform**
  kyte.tv offers a seamless cross-platform experience – no matter if you use it on the web or on your mobile.

• **Interaction**
  Users interact and connect with their audience, for example through the channel’s LiveChat functionality, a multimedia chat featuring text, audio, and video.

• **Multimedia**
  kyte.tv shows may include pictures, videos (incl. webcam), audio, polls, texts, links, etc.

• **Personalization**
  Every kyte.tv channel may be customized and branded individually using simple styling tools.
kyte.tv Integration

kyte.tv can be fully integrated into any website - from manual embed to a complete integration based on the kyte APIs:

• Manual Embed
  The kyte.tv player can be embedded manually using simple HTML code which is provided right after the production of a show.

• Basic Integration
  Based on the kyte APIs a basic integration includes functionalities such as associating a kyte user with an external user, providing information on channels, or presenting kytefeeds on the external website.

• Complete Integration
  Taking this a step further, a complete integration could contain a more comprehensive kyte.tv feature set.
Example: Facebook Integration

Launched in June 2007, the kyte app for Facebook is a seamless integration into a Social Network.

The kyte app for Facebook got a 5 star review from facereviews.com.

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Business Models & Benefits
Potential Revenue Opportunities

kyte.tv is partnering with social networks, carriers, and media companies providing several potential revenue opportunities, including:

Advertising
kyte.tv provides targeted advertising opportunities across multiple platforms based on detailed viewer demographics:

- **Online**: example: ad overlays in the kyte.tv player
- **Mobile**: targeted mobile advertising seamlessly tied to online advertising
Potential Revenue Opportunities

**Premium Content**
kyte.tv is the ideal platform to generate revenues through premium content such as music, sports etc. Billing could be realized e.g. via premium SMS.

**Example:** Music label offers exclusive interactive artist channel with premium content

**Sponsored Channels/Content**
kyte.tv gives new promotional possibilities where e.g. consumer brands pay for featured kyte.tv channels and/or content.

**Example:** Red Bull sponsors premium extreme sports channel

**Premium Accounts**
Subscription-only accounts provide premium features such as private channels, content download (e.g. kyte turns into mobile online locker), virtual goods, etc.
Values and Benefits

kyte.tv ...

• **drives mobile multimedia** and increases the adoption and penetration of **advanced multimedia handsets**.

• is the only platform that ties multimedia creation and consumption together in real-time **across multiple platforms**.

• is equally **strong on the Internet and mobile** with a seamless integration.

• connects like-minded people via **real-time communication**, online or on the go.

• enables anyone to create his/her own **destination-agnostic ‘uber-network’**.

• reaches **the ideal target audience**: Y- Generation, interested in digital life, entertainment, music, and fashion.

• **creates stickiness** through interactive features and **builds a community** around each brand.
Appendix
kyte.tv Co-branding Opportunities

Example: Swisscom Mobile

- Swisscom Mobile co-branded service on website [→] and mobile client:

  ![Co-branded Website](image1)

  ![Co-branded Mobile client](image2)

- Currently kyte.tv is offered via a free trial (no data charges) to all Swisscom Mobile customers within Switzerland.
New Player Design
Navigate through a channel and watch all shows using the Show Browser on both, the web and any supported mobile phone.
New Player Design | LiveChat

Multimedia chat with your friends using video, audio, and text – no matter if online or on your mobile phone → everyone on your channel is connected in real-time.
New Player Design | Branding

The new player gives **new branding possibilities** e.g. for sponsored channels, and **integration of e-commerce** features.
New Player Design | kytefeed

- Be in the know what your friends are up, see what’s happening on your channel, on your friends’ channels, your favorite channels, on channels you chatted, etc.

- Through your kytefeed you are always up to date what’s going on in your network, no matter if you are in front of your PC or on the go with mobile kytefeed.

- Always be informed about what your friends are doing and connected with them immediately → a new way to communicate.
New Player Design | kytefeed

Within the kyte.tv Player

On the mobile phone

On the kyte.tv website

Always know what’s going on via your kytefeed – within the player, on a mobile phone, on the website, or get kytefeed alerts via email, RSS, or SMS.
kyte.tv Mobile

- Take a picture or video with your camera phone and **instantly broadcast** it to your channel.
- Publish in real-time directly to your MySpace page, website, blog, or mobile phone.
- **Stay connected** with your audience via LiveChat, including text, video, and audio.
Examples: Hot Channels on kyte.tv

• **Scobleizer**
  Famous blogger and technology evangelist Robert Scoble broadcasts his theories and stories through kyte.tv. His channel is embedded on many websites which gives Scoble his own broadcasting network.  
  → [www.kyte.tv/scobleizer_sponsored_by_seagate](http://www.kyte.tv/scobleizer_sponsored_by_seagate)

• **Mike Horn**
  South African explorer Mike Horn and his team report from their stunning Himalaya expedition where they are climbing four 8000m peaks without oxygen aid. The expedition team and their fans are always connected through his channel.  

• **The Residents**
  The avant-garde music artists from Louisiana run a kyte.tv band channel which they update on a daily basis and interact with their fans. They also opened a public fan channel for their community to participate and collaborate.  
  → [www.residents.com](http://www.residents.com)

... and of course 1,000’s of channels by people like you and me
Selected: kyte.tv in the News

August 2007
• Read/WriteWeb: Kyte: Distributed Video Lifecasting 'Uber Network'
• Scobleizer: Top 10 Facebook Apps (from two perspectives)

June/July 2007
• Scobleizer: Why kyte.tv is better than life streaming
• Facereviews: Multi-Media Channel for your Facebook Profile
• TechCrunch: Kyte’s plans come together: Deals with EMI & Nokia announced

April/May 2007
• Business 2.0: Kyte.tv Turns Your Phone Into a TV Station
• San Francisco Chronicle: Kyte.tv channels big-time European investors
• New York Times: Social Networking Leaves Confines of the Computer
• International Herald Tribune: Social networking, now in your pocket
• The Guardian: How to be a mobile media magnate

For more articles and reviews about kyte check out http://www.kyte.tv/news.