

**Sergey Filimonov (GS Venture)
about media investment for
corporate synergy (Tellyo example)**

TECHNOLOGY & PRODUCTION

SAT TV user-end equipment R&D



STB manufacturing



Microchip production



MEDIA

Broadcasting
(One TV Cambodia)



Content production

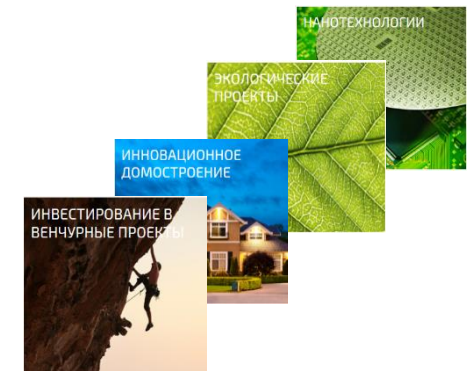


10 TV channels, 4 HD channels
43 mln. auditory in 2014



Content delivery and
user experience
innovations

OTHERS

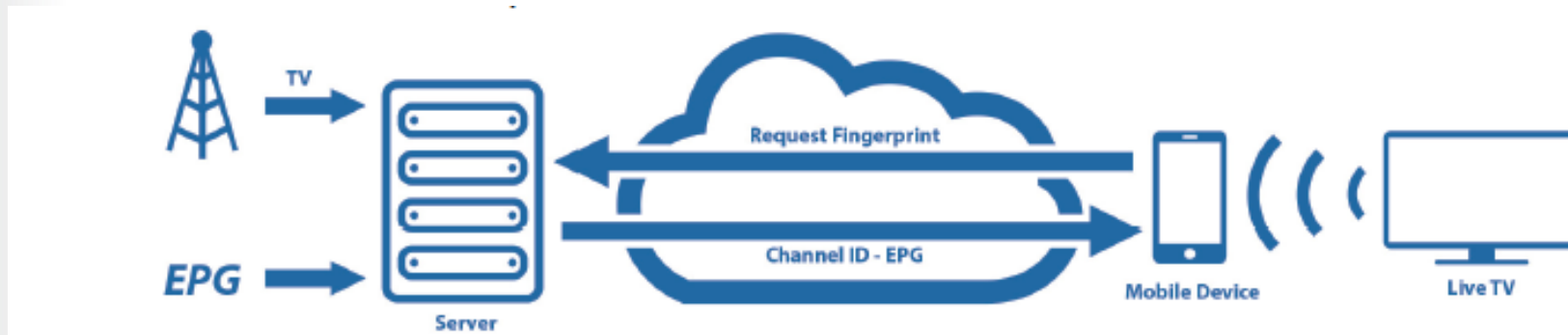


- Interactive TV services
- Media delivery technologies
- Innovative TV content
- Additional information to content watched
- Recommendation systems
- Personalization of viewing

Approach:

GS technologies
and abilities + Invested
technology = SYNERGY

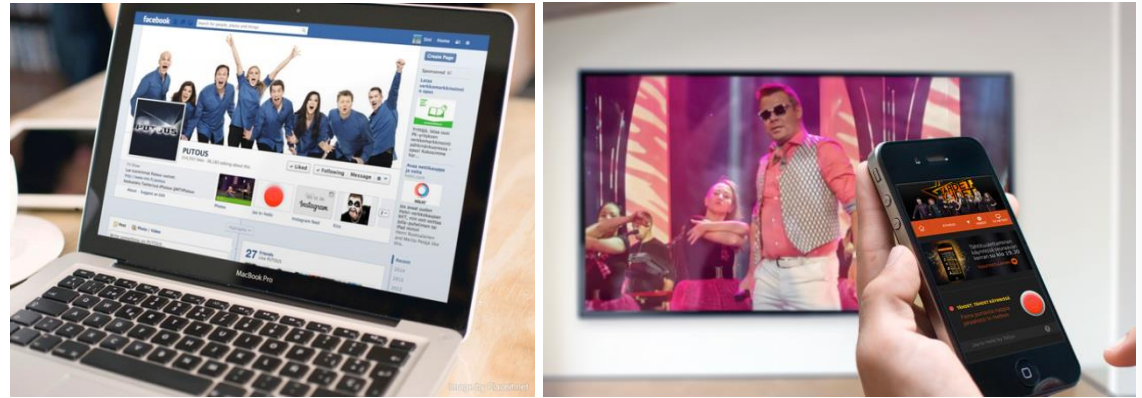
This enables tablet/smartphone to automatically identify the TV Channel and program being watched within a few seconds.



- Live content can be enriched
- Social Media Interactions
- Audience participation with live programs
- Alerts, Messages and Calls to action
- Measurement and profiling of the audience

- Adverts in the right time for right things
- Deep dive brand extensions linked to the advert
- Social media interaction for brands
- Rewards for engaging with an advert
- M-Commerce

Share instantly and easy
30 sec. moment on social nets



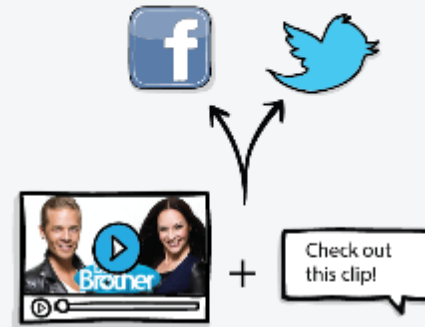
1 Did you see something exciting on TV?

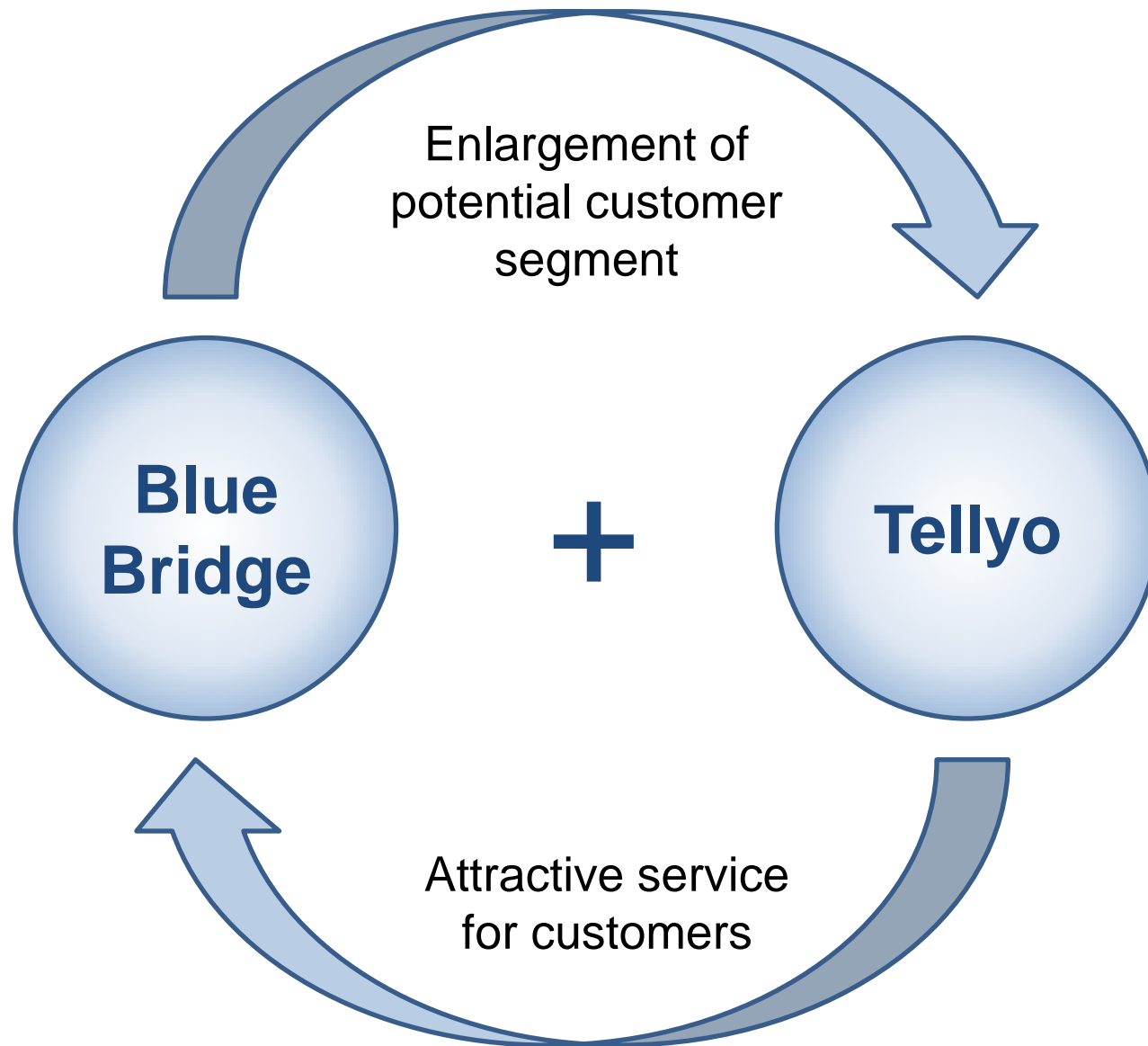


2 Tap the red "Grab clip" button while the show is on air...



3 You'll get video clip of the just-seen moment on TV - add a title and share to your friends!





Thank you!
