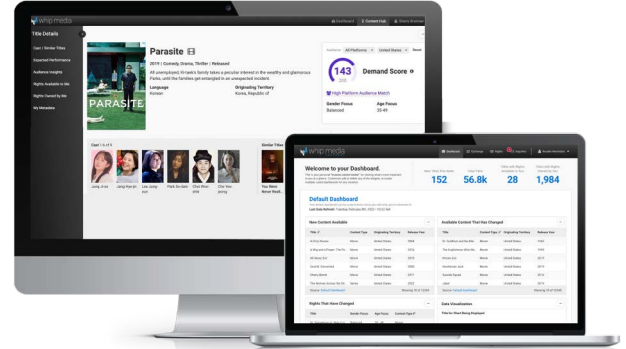


Streaming continues to disrupt the entertainment ecosystem - particularly when it comes to content distribution and acquisition. As platforms expand globally and the demand for both local and international content increases, buyers and sellers need better ways to connect with partners around the world and make smarter, more profitable licensing decisions for their audiences.

The Whip Media Exchange: A First-of-its-Kind Content Planning Hub and Marketplace

The Whip Media Exchange is a unique content licensing and research platform with real-time access to data, content performance predictions, communication tools and unified commerce capabilities. More than just a rights marketplace, the Exchange delivers powerful consumer insights and performance predictions, giving buyers and sellers a smarter, more efficient way to discover, evaluate, and license film and TV content.

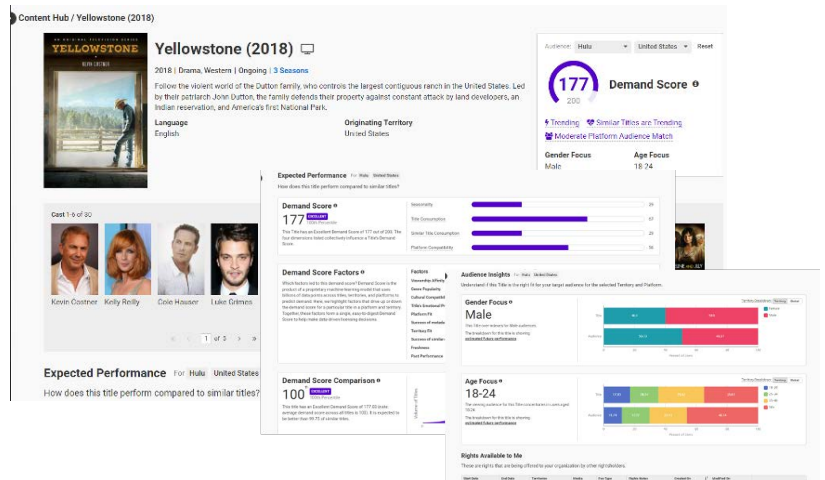


The Exchange improves content planning and licensing, accelerates deal making and maximizes revenue by:

- Igniting connections between buyers and sellers around the globe
- Simplifying interactions - buyers can immediately see available titles across rights, windows and territories, while sellers can easily list and offer rights to buyers
- Eliminating friction from content distribution through an ecosystem of partnerships
- Enabling data-driven licensing decisions with performance predictions and insights around hundreds of thousands of titles

Today's Most Comprehensive Set of Consumer Insights and Predictive Analytics

The Exchange is the only global platform that goes beyond rights distribution and acquisition to empower buyers and sellers to predict demand across hundreds of thousands of titles. By combining insights into a title's potential performance with an understanding of viewer sentiment, behaviors, and engagement, the Exchange dramatically improves content evaluation and promotes more profitable licensing decisions.



Data-Driven Licensing with the Demand Score™

Buyers and sellers can measure demand for titles across hundreds of platforms and more than 80 countries. The Demand Score is a cutting-edge predictive metric that utilizes Whip Media's consumer sentiment and engagement data, collected from 20 million film and TV enthusiasts through our TV Time app, to place a specific score on film and TV episodes. This score helps predict content performance in a particular territory and on a particular platform.

Robust Insights Around Hundreds of Thousands of Titles

The Exchange lets buyers and sellers compare the predicted performance of a film or TV series across hundreds of thousands of new and library titles worldwide, whether the rights are listed on the Exchange or not. This groundbreaking new research and content planning tool provides valuable insights around key audience characteristics, including age and gender, as well as similar titles viewers are watching -- helping customers better evaluate what content to license and feature for their audience.