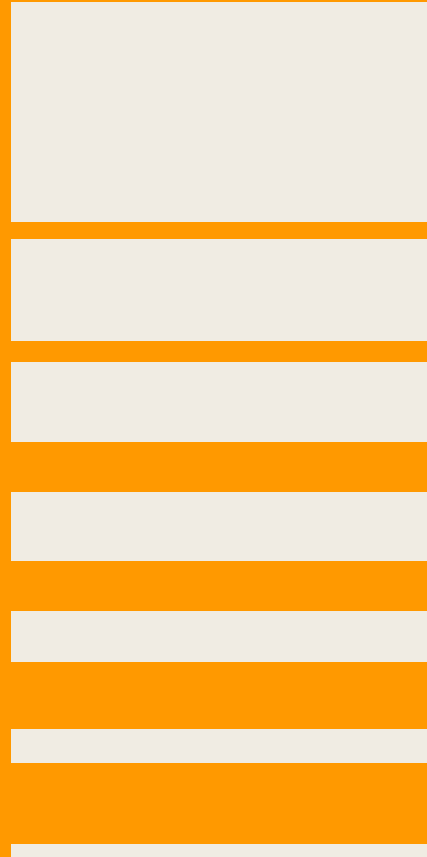
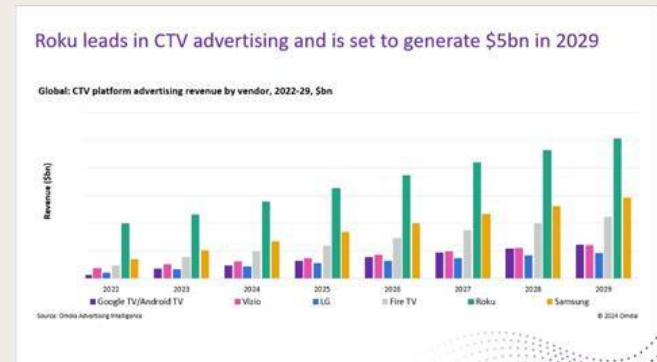
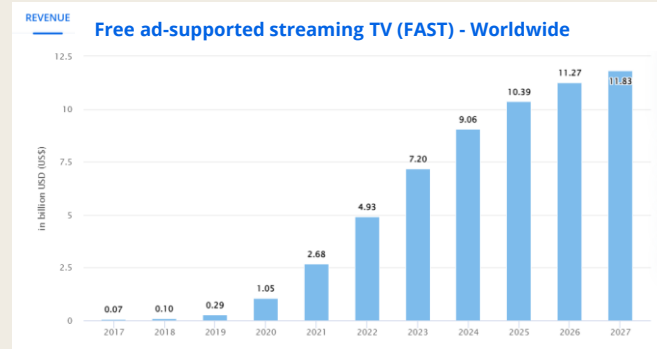

Advisor for FAST Solution

cast:is



Market Trend – Return of Linear TV

- In 2022 Netflix launched ad-supported plan to cover its subscriber loss, and **advertising basis models have been grown.**
- The Free ad-supported TV (FAST) market is anticipated to achieve a revenue of **US\$9.06bn in 2024.**
- This revenue is projected to experience a compound annual growth rate (CAGR 2024-2027) of **9.30%**. And the market volume is expected to reach **US\$11.83bn by 2027.**
- **The average revenue per user (ARPU)** in the FAST market is projected to be **US\$9.01 in 2024.**
- By 2027, the number of users in this market is expected to reach **1.1bn users** with the user penetration rate is anticipated to increase from **13.0% in 2024 to 13.8% by 2027.**
- The connected TV (CTV) market with hardware manufacturers increasingly capitalising on platform (AD) revenues rather than hardware sales.



What we do

Platform integration

Expand your business by integrating with your current platform

- OTT & media service
- Advertising
- CDN & Backoffice



Business Collaboration

Collaborate with new business partners to boost your revenue

- CP/PP
- Ad network
- Device (TV, STB..)



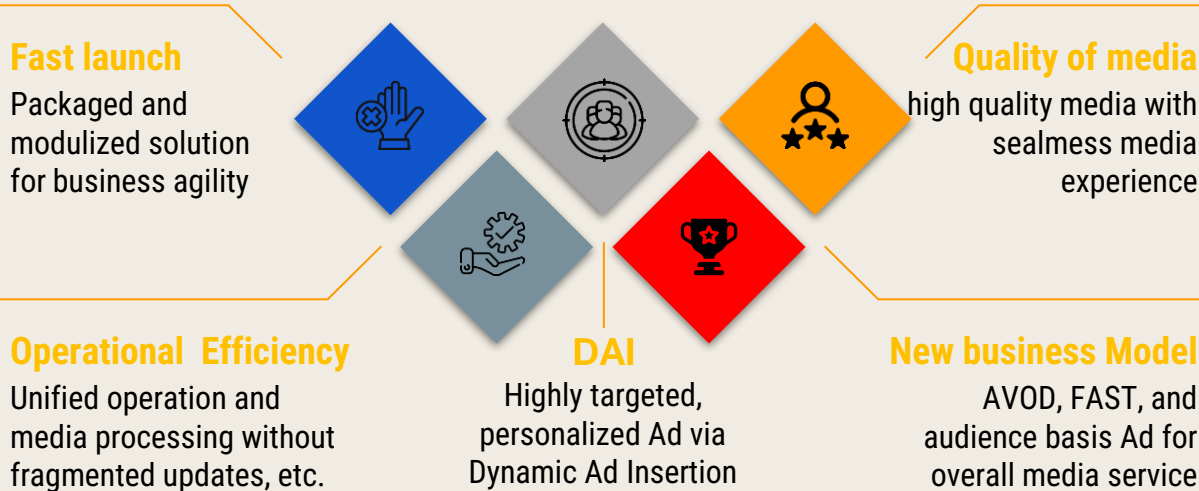
Packaged Solution

Offer end-to-end solution to enable new business opportunities

- CDN & Origin
- CMS
- AD decision & MGT



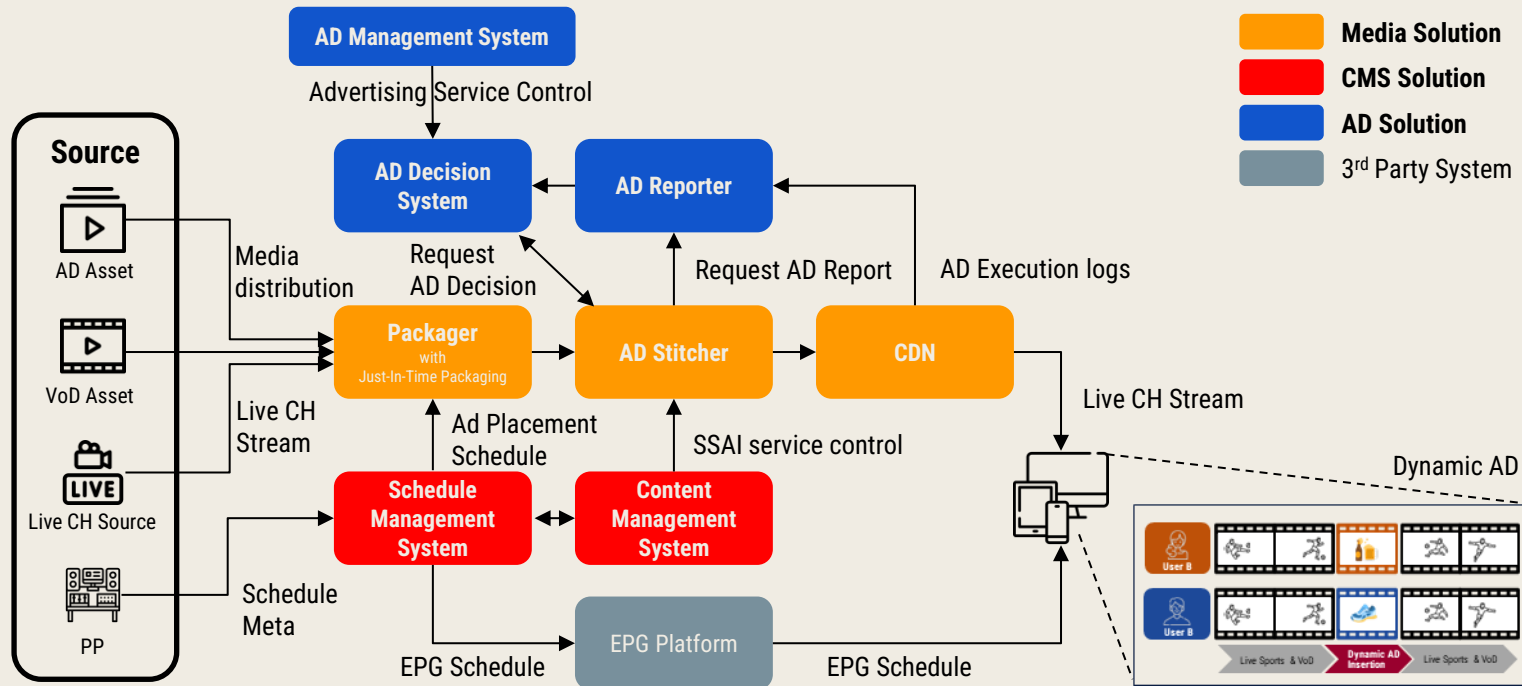
Benefit



Reference



Overview



Main Features

✓ Seamless Media Delivery

Operators can create and deliver Seamless & Adaptive streaming service with its Just in Time Packaging technology for AD Stitching. The system can be built and integrated on Cloud also with existing service infrastructure flexibly. The platform will fit to the service environment with agility.

✓ Manageability of multiple sources

Any type of content source can be served for FAST through the CMS to schedule and manage the individual video contents as well as live channel. Operator can easily manage the AD placement opportunity automatically with policies. And manual options are offered for undefined service conditions.

✓ Real-Time Audience Tracking

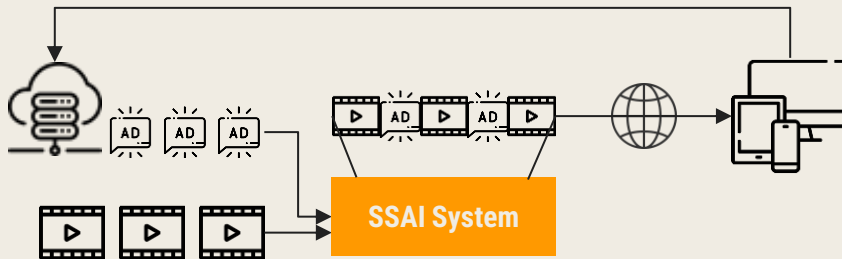
Allegro provides real-time monitoring and report systems on web-based user interface. By providing intuitive AD Monitoring interface, the stakeholders get the essential information of the Advertisement campaigns.

What is SSAI?

Currently



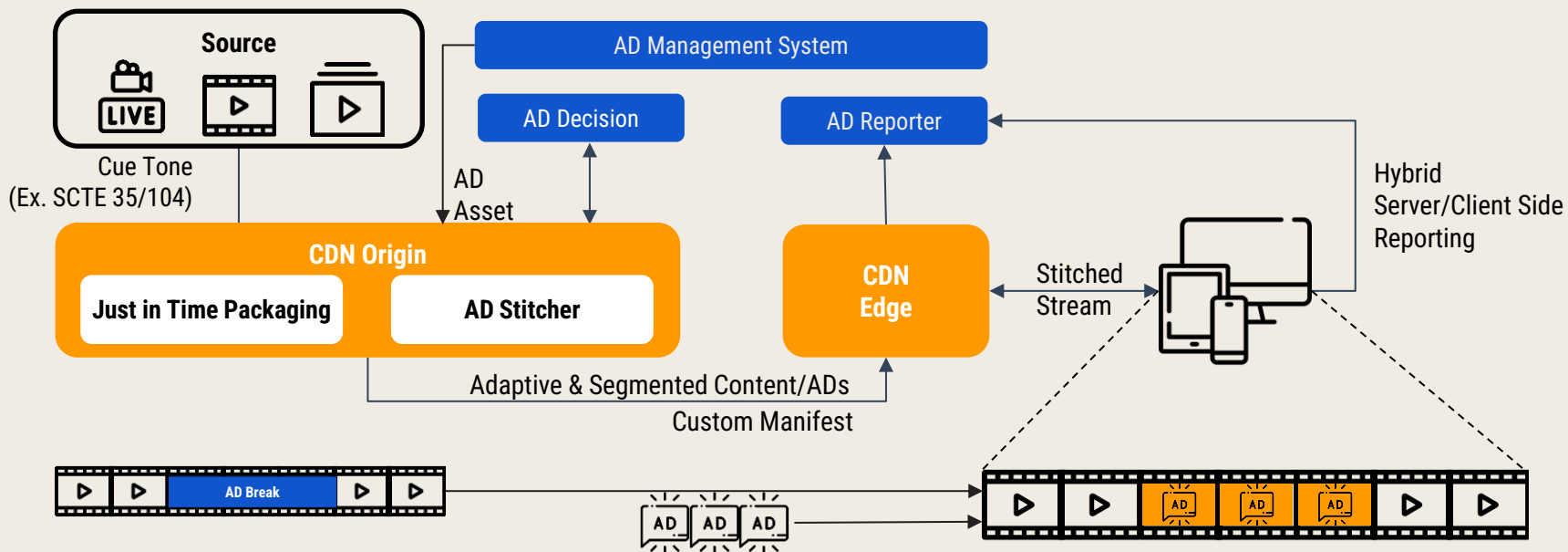
SSAI



- **SSAI (Server Side Ad Insertion)**
- Comparison. CSAI (Client Side Ad Insertion)
 - ✓ Buffering and Quality changes (Codecs, resolution, bitrate)
 - ✓ Duplicated process by platforms and devices
 - ✓ Ad blocking by user

Features_Media Solution

- Media Solution



Features_CMS solution

- **CMS Solution**
 - : Live Channel
 - : Virtual Channel
 - : Channel Management
 - : Program Management
 - : Statistics

The screenshot displays the 'EPG View' interface for the channel 'The Kids (kr_thekids_live_240501)'. The interface includes a sidebar menu with options like 'live channel', 'EPG View', 'Alternative video management', 'Advertising mileage table inquiry', 'virtual channel', 'Channel Management', 'Program Management', 'statistics', and 'setting'. The main content area shows the EPG list for the date '2024년 05월 19일'. The program 'Snack World <Born>' is scheduled for 6am on Sun 5/19, My 5/20, Tue 5/21, Wed 5/22, and Fri 5/24. The interface also features a 'Download CSV' button and a 'Last Update: 2024-05-20 01:50:04' timestamp.

	Sun 5/19	My 5/20	Tue 5/21	Wed 5/22	Fall 5/23	Fri 5/24	Sat 5/25
6am	Snack World <Born> 06:01:00 - 06:58:00 (01:00)	Snack World <Born> 06:03:00 - 07:01:00 (01:00)	Snack World <Born> 06:00:00 - 07:00:00 (01:00)	Snack World <Born> 06:00:00 - 07:00:00 (01:00)	Snack World <Born> 06:00:00 - 07:00:00 (01:00)	Snack World <Born> 06:00:00 - 07:00:00 (01:00)	

Features_CMS solution

- CMS Solution

EPC 프로젝트

날짜: 2023.07.01 ~ 날짜: 2023.07.01

일주일간 프로젝트 진행 현황을 보여주는 Gantt 차트입니다. 프로젝트 이름, 담당자, 시작/종료 시간, 진행률 등이 표시되어 있습니다.

일	2023.07.01	2023.07.02	2023.07.03	2023.07.04	2023.07.05	2023.07.06	2023.07.07
1일
2일
3일
4일
5일
6일
7일

공고 관리 목록

날짜: 2023.07.01 ~ 날짜: 2023.07.01

공고 관리 목록을 보여주는 테이블입니다. 공고 번호, 제목, 등록 일자, 마감 일자, 상태, 담당자 등이 표시되어 있습니다.

공고 번호	제목	등록 일자	마감 일자	상태	담당자
2023-07-0001	2023년도 1차 입찰 공고	2023-07-01	2023-07-15	진행중	김민준
2023-07-0002	2023년도 2차 입찰 공고	2023-07-02	2023-07-16	진행중	김민준
2023-07-0003	2023년도 3차 입찰 공고	2023-07-03	2023-07-17	진행중	김민준
2023-07-0004	2023년도 4차 입찰 공고	2023-07-04	2023-07-18	진행중	김민준
2023-07-0005	2023년도 5차 입찰 공고	2023-07-05	2023-07-19	진행중	김민준

발주 관리

발주 관리 목록을 보여주는 테이블입니다. 발주 번호, 발주 일자, 발주처, 발주명, 담당자, 계약 일자 등이 표시되어 있습니다.

발주 번호	발주 일자	발주처	발주명	담당자	계약 일자
2023-07-13446	2023-07-13	CAVIL, JRC, CJ	JRC	김민준	2023-08-01-00179
2023-07-13446	2023-07-13	CAVIL, JRC, CJ	CAVIL	김민준	2023-08-01-00179
2023-07-13446	2023-07-13	CAVIL, JRC, CJ	JRC	김민준	2023-08-01-00179
2023-07-13446	2023-07-13	CAVIL, JRC, CJ	JRC	김민준	2023-08-01-00179

공고 관리 관리

공고 관리 관리 목록을 보여주는 테이블입니다. 공고 번호, 제목, 등록 일자, 마감 일자, 상태, 담당자 등이 표시되어 있습니다.

공고 번호	제목	등록 일자	마감 일자	상태	담당자
2023-07-0001	2023년도 1차 입찰 공고	2023-07-01	2023-07-15	진행중	김민준
2023-07-0002	2023년도 2차 입찰 공고	2023-07-02	2023-07-16	진행중	김민준
2023-07-0003	2023년도 3차 입찰 공고	2023-07-03	2023-07-17	진행중	김민준
2023-07-0004	2023년도 4차 입찰 공고	2023-07-04	2023-07-18	진행중	김민준
2023-07-0005	2023년도 5차 입찰 공고	2023-07-05	2023-07-19	진행중	김민준

Features_AD solution

- **AD Solution**
 - : Monitoring
 - : Report
 - : Settlement

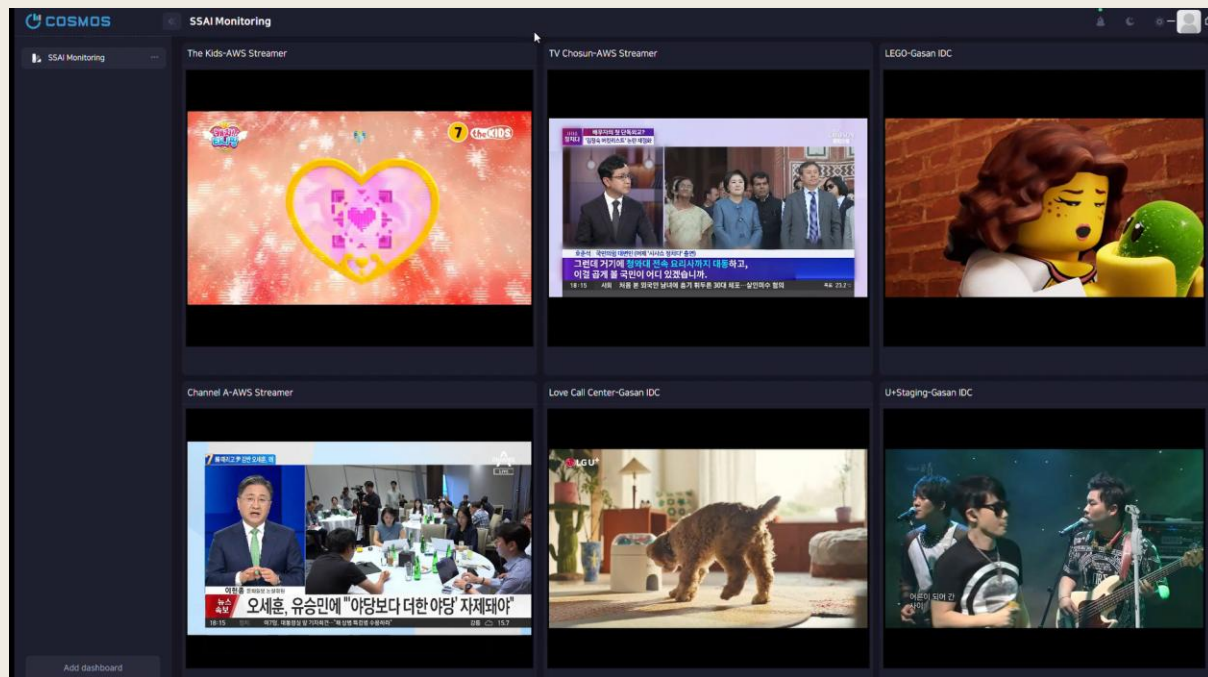
The screenshot displays the ADVISOR dashboard interface. On the left is a dark sidebar with navigation options: 'Report' (with sub-items: Executive report, Subscription report, Report Template), 'Advertisement Subscription', and 'Inventory status check'. The main content area is divided into several sections:

- Impressions per day (AD)**: A stacked bar chart showing daily impressions from Tuesday to Monday. The bars are color-coded by day (TUE: purple, WED: blue, THU: purple, FRI: blue, SAT: purple, SUN: blue, MON: purple). Below the chart are percentage changes: TUE (+4%), WED (-11%), THU (-37%), FRI (+75%), SAT (+204%), SUN (+339%), and MON (-183%).
- Impressions over time (AD)**: A line chart showing impressions by time zone (00-23). A callout box highlights two data points: 2024-05-19 (11A) with 258 impressions and 2024-05-20 (11A) with 187 impressions.
- Transmission status**: A section with a placeholder text 'This is the transmission status.' and a description 'Shows transmission status.' with an 'Export Report' button.
- AD HIT**: A section with a placeholder text 'Number of HITS in AD' and a description 'The number of AD hits can be output in Excel. You can search according to the selected period and select the region, paid or free, whether to continue watching, category, and conditions.' with an 'Export Report' button.

At the bottom of the dashboard, there is a copyright notice: 'Copyright Castis Company © 2014-2015'.

Features_AD solution

- **AD Solution**
: Real-time service Monitoring



Thanks!

Does anyone have any questions?

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castis.asia

