

# TotalStreaming<sup>TM</sup>

from TOTAL TICKETING LIMITED

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MAKE THE LIVE STREAM REVOLUTION  
WORK FOR YOU





## Live streaming is big. And it's here to stay!

- By 2021 live streaming will be a **\$70.5 billion industry**
- Live stream viewing has **risen > 65% since 2018**
- China had over **425 million users** in 2018
- Users watch live video **10-20 times longer** than on-demand
- **Brands will spend over \$100 billion** on and supporting video content by 2023



## What's the problem?

If you have **video content to sell**, then you will know that there are many live streaming platforms with a Pay Per View component.

The problem is most platforms don't combine the functionality you need to

- **increase discovery**
- **optimise sales**
- **deliver world class customer experience**
- **better connect with fans and followers**



## That's where we come in

Total Ticketing is an international event technology solutions company created by a team of technologists and event owners with multiple decades of experience.

We've a proven track record of delivering innovation and results in highly challenging environments for a diverse range of clients – **with a specific emphasis on the world of live entertainment and content delivery.**

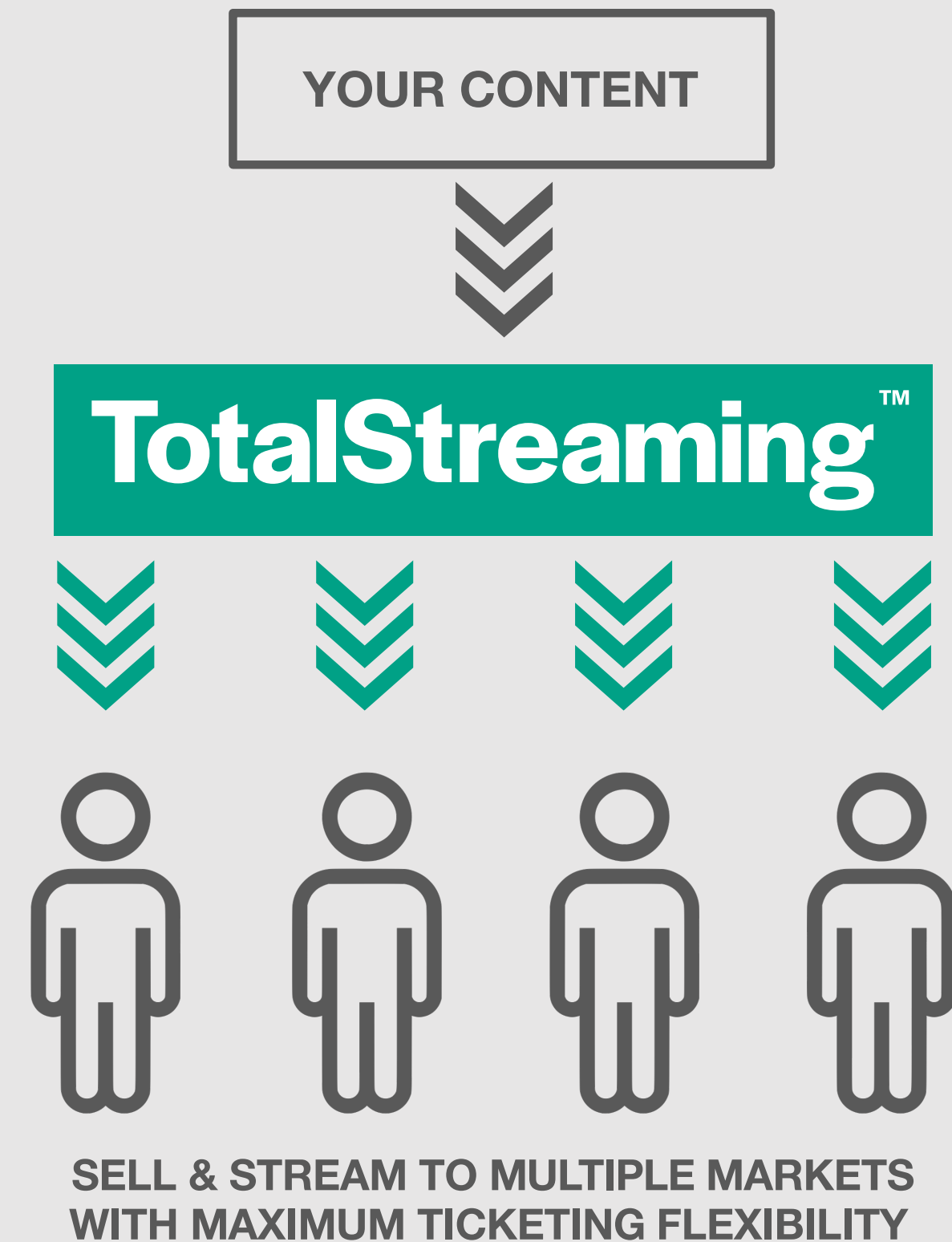


To help you do live streaming  
right, we created...

# TotalStreaming™

The world's first fully-featured hybrid  
ticketing and live streaming platform.

Designed to meet the Pay Per View video  
streaming needs of modern content owners,  
promoters and ticketing companies.



## Why do you need TotalStreaming?

If you are in the business of selling video **Entertainment content, Education content, Business content** or **Media content** to an online audience, and you want to

- reach more people
- drive more sales
- deliver an enhanced viewing experience

you need **TotalStreaming**.

IF YOU HAVE  
LIVE CONTENT

REACH NEW AUDIENCES with  
TotalStreaming

IF YOU HAVE  
LIVE CONTENT

SELL with TotalStreaming,  
Ticketflap.com and/or your own selling  
platform

IF YOU HAVE  
LIVE CONTENT

STREAM HIGHER QUALITY with  
TotalStreaming

IF YOU HAVE  
AUDIENCES BUT  
NO LIVE CONTENT

ACCESS CONTENT TO SELL with  
TotalStreaming

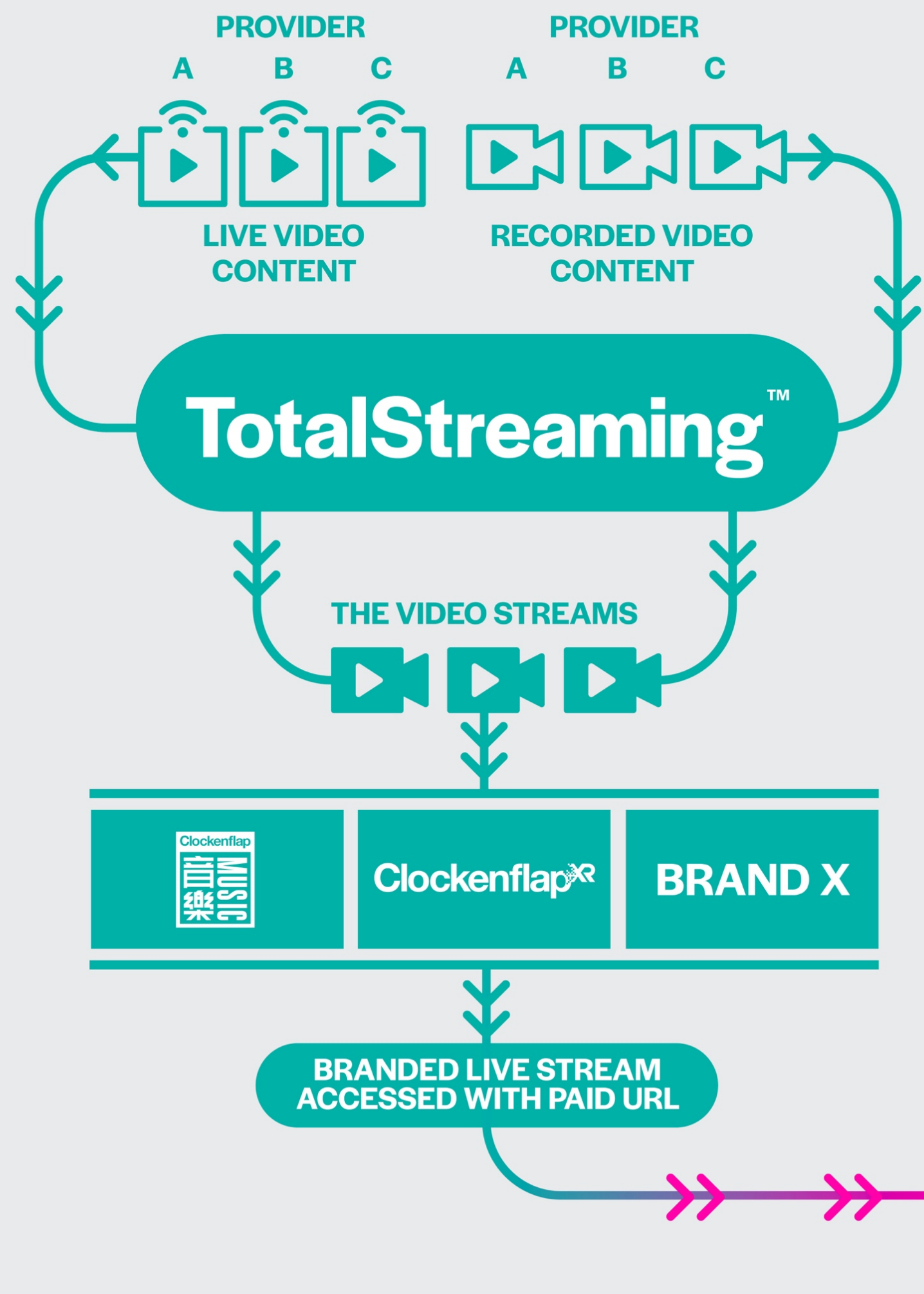
IF YOU'RE LOOKING  
TO SPONSOR LIVE  
CONTENT

TotalStreaming is the opportunity you  
need



**How does it work?**

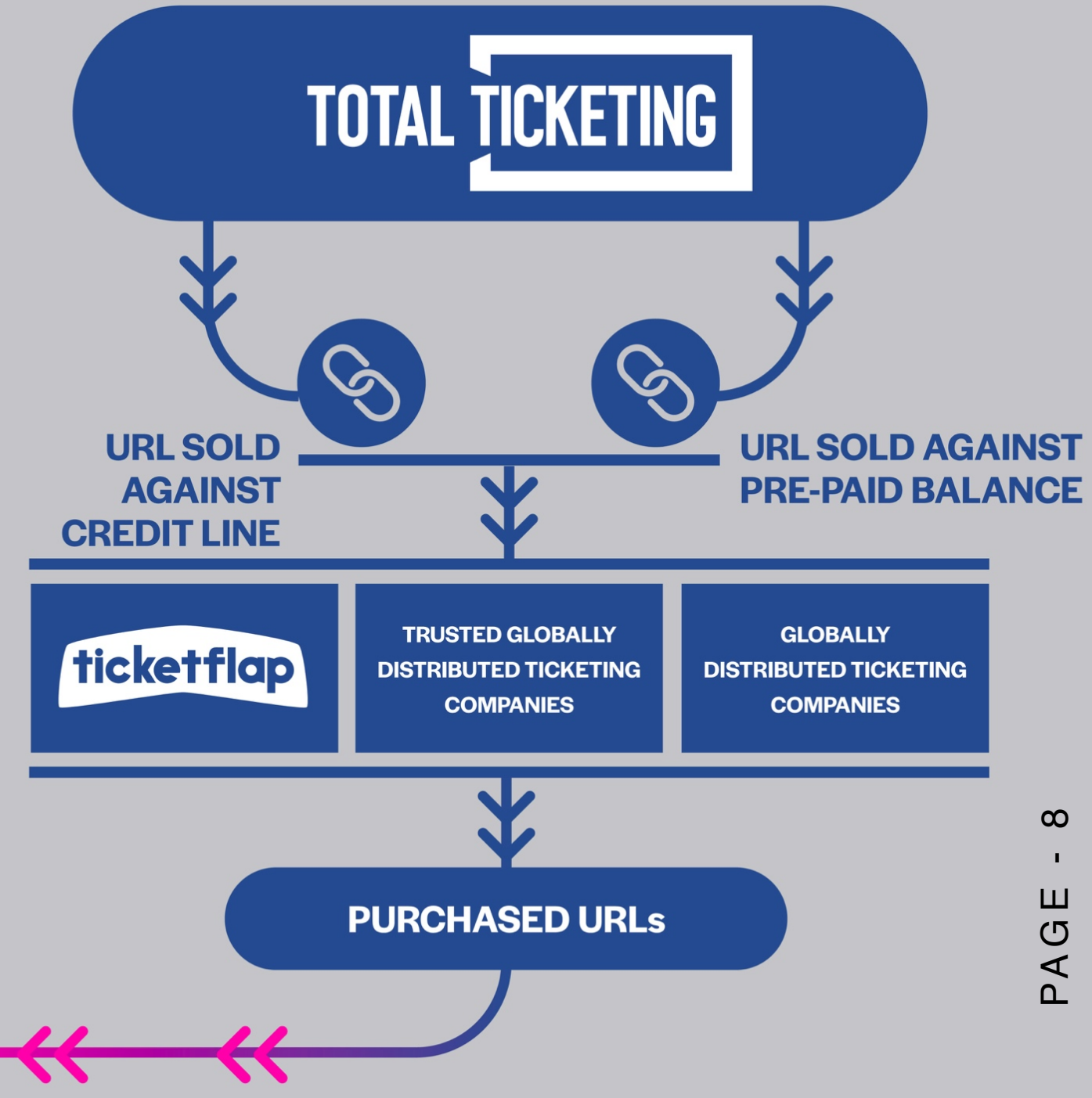
WORLD-CLASS NARROWCAST



MEETS



BEST-IN-CLASS TICKETING SOLUTIONS





# What makes TotalStreaming unique?

No other platform combines a perfect mix of proprietary features and functionality – which makes **TotalStreaming** the market’s best-in-class solution.



## MULTIPLE 3<sup>rd</sup> PARTY SELLING & PAYMENT OPTIONS WITH OUR AGENT SYSTEM

Sell your content via a network of promoters and agents with huge numbers of fans.

**TotalStreaming** is built on top of a best-in-class ticketing system that incorporates a sophisticated agency solution. This allows 3<sup>rd</sup>party ticketing companies, promoters, and ecommerce platforms to sell access to your video streams in their local currency to their vast network of customers. This will get your paid content directly to fans in every corner of the globe.

The system will handle pre-paid, or credit-based accounts, offering access to inventory via APIs, a box office interface or a brandable web interface.



## MAXIMUM RELIABILITY WITH AMAZON WEB SERVICES

**TotalStreaming** is built on top of Amazon Web Services streaming platform that guarantees unprecedented levels of viewing quality and robustness. We have also baked in additional proprietary features such as URL sharing protection, best-in-class ticketing options, a flexible third-party agent system, and a host of branding possibilities.



## TOTAL SECURITY WITH UNIQUE SINGLE VIEWER URLs

When a customer buys access to a show, they are given a unique URL. With embedded security, this URL can only be used by one device at a time and only in the geographic location it is intended for.



## MULTIPLE PRICING OPTIONS WITH GEOFENCING TECHNOLOGY

Sell at different price points to different geographies to optimise potential ticket sales.

# No platform combines more benefits and features



**HIGHEST QUALITY STREAMING EXPERIENCE**  
High quality scalable streaming with 100% reliability for a global audience on both mobile and desktop. If 1 million people subscribe, you can guarantee 1 million people will get the same high quality uninterrupted viewing experience.




**FULLY FUNCTIONED TICKETING TECHNOLOGY TO MAXIMISE REVENUE**  
Embedded with all the features you are used to in the real world - linked to music fan databases, dynamic pricing, promo codes, varying ticket types, data collection, customisable event page and so much more




**STREAM PROTECTION TOTAL SECURITY**  
A unique URL generator means only those who have paid can watch




**GEOFENCING FOR GLOBAL PRICING FLEXIBILITY**  
Ability to sell at different prices to different geographical markets down to city level maximises revenue potential – with multi-currency and multi-language capability



**SELL ON MULTIPLE INDEPENDENT TICKETING PLATFORMS**  
You are not limited to one selling platform – you can set differing price points across a range of platforms depending on your needs and audience segmentation



**OWN BRANDED END-TO-END**  
Brand the stream seamlessly from purchase to viewing experience – and tailor to your different audiences (market-specific, paid or VIP comp etc)




**FULL DATA VISIBILITY AND OWNERSHIP**  
With live reporting, tracking and so much more



**FLEXIBLE AD REAL ESTATE TO INCREASE REVENUE**  
Localised pre- and post-roll advertising built in



**LIVE CHAT TO ENHANCE THE SHARED EXPERIENCE**  
Both with and without video feeds



**FAN-CENTRIC ADD-ONS**  
Such as “Donate” and “Merch” buttons

**And so much more...**



# TotalStreaming<sup>TM</sup>

The platform that pays in so many ways

- Increase Revenue
- Enhance Security
- Elevate User Experience

with **TotalStreaming** – the new benchmark  
in Pay Per View live streaming technology.

## Beyond the platform

Many of our clients already have their content ready to go!

But if you need support in helping create and produce the most engaging, online-friendly content experience for your audience, we can do that too.

Our full list of **Production Support services** includes:

- **Creative Direction**
- **Content Design (incl Storytelling & Art Direction)**
- **Film Direction**
- **Crew**
- **Set Creation**
- **Hardware Sourcing**
- **Technical Assistance**
- **Post-production**

**And so much more**



# Meet the Team



**MIKE HILL**  
Chief Executive Officer

Mike's roles as CEO of Magnetic Asia and Total Ticketing unites his greatest passions: computing, technology and events. Prior to co-founding the group, he had a lengthy career in IT and oversaw the successful birth and launch of several technology businesses. Mike has a Bachelors (BEng Hons) degree from Nottingham Trent University in Electronics and Computing and an MSc Degree from Liverpool University in Computer Science.



**PETE GORDON**  
Managing Director, Ticketing

Pete has overseen the development of the business since inception in 2011. He was previously a Founding Director of IT Specialist, Kite Systems, and Director of Operations for RT Sourcing. Pete has e-commerce experience across a range of roles, spanning market research, logistics and commercial management, having previously spent several years working with Dixons Stores Group and Sit-Up TV in the UK.



**MARTIN HAIGH**  
Sales Director

Martin forged a successful 20 year career in banking working for some of the world's largest financial institutions in London, New York and Hong Kong. Martin's equally successful second career in the event services industry has seen him sell tickets for many of the world's most famous events and promoters. Prior to joining our team Martin was Head of Ticketmaster Asia for a number of years.



**JUSTIN SWEETING**  
Music Director

Music Director of Magnetic Asia and Clockenflap, Justin has built up an extensive network of entertainment industry professionals and creators over the years. As a live content expert, he has created innovative and exclusive partner deals with a variety of content owners – including Driift (the world's leading producer of live streams) - to deliver live stream entertainment to Asia. Prior to co-founding Magnetic Asia, he was Head of New Media for Star Group Ltd (now Fox), responsible for digital and interactive product development.



**STEPHANIE OMILA**  
Global Business Development Lead

Stephanie has played integral roles in successfully bringing to life some of the world's largest grossing concert tours, from talent booking to ticketing, from budgeting to logistics and more. Prior to joining Magnetic Asia, Stephanie lead operations for MMI Live, the largest events and concert promoter in the Philippines. Stephanie's infectious thirst for knowledge and deep understanding of the events industry means she is ideally suited to heading up business development, especially in new frontiers and emerging event technologies.

# Let's Talk

Give us a call today and see how **TotalStreaming** can help your business better benefit from the content you own and create.