



**Your Content.
Everywhere**

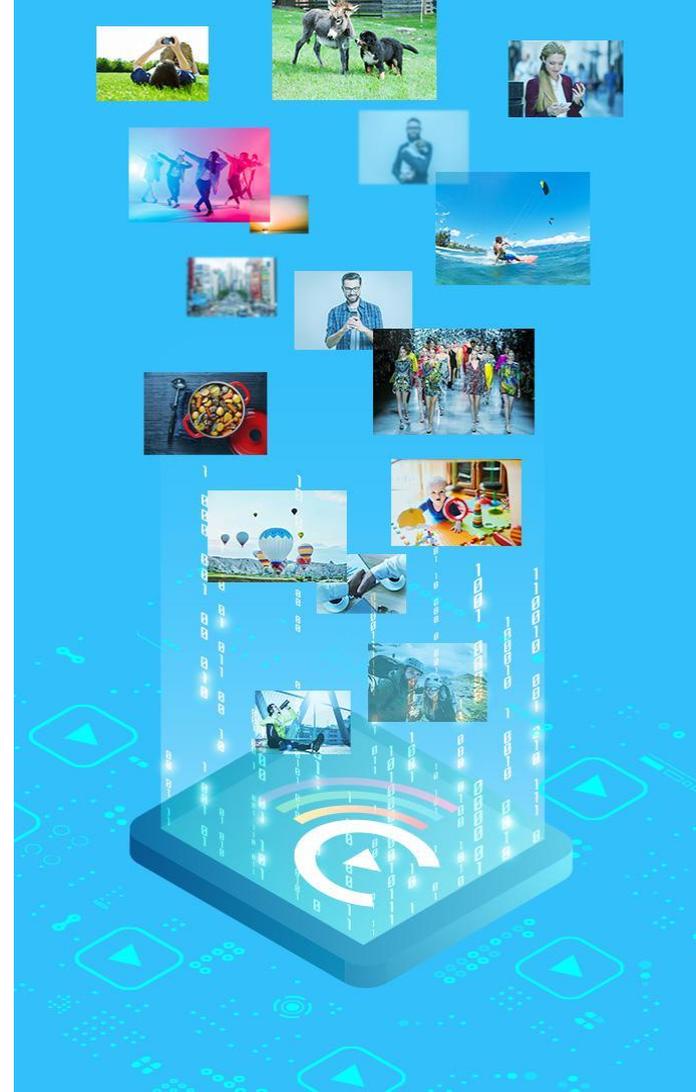
Who Are We?

Castify.ai is a CTV omni-channel distribution platform for video content owners.

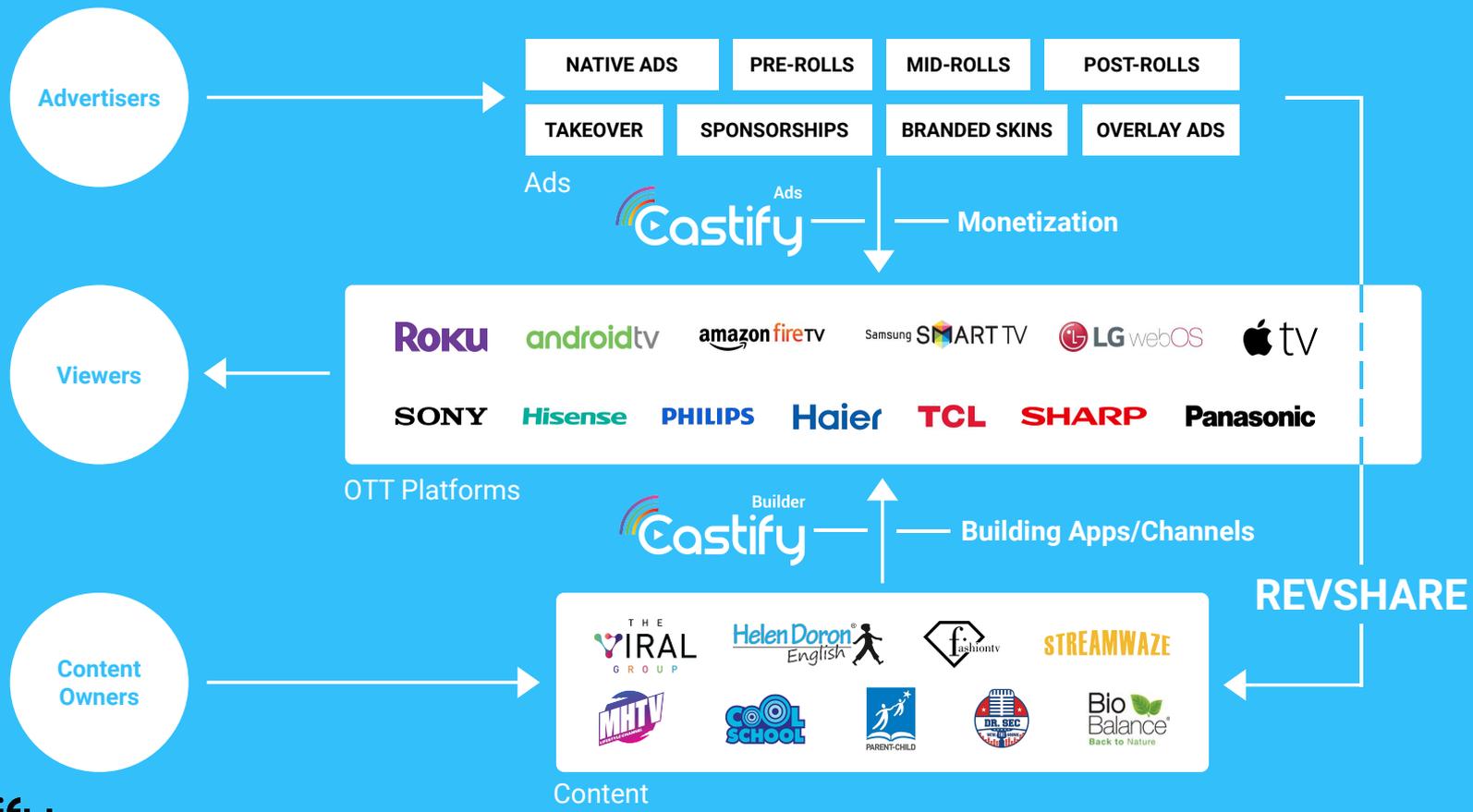
Owned, developed and powered by Mars Media Group (MMG):

- ◉ MMG is one of Israel's most prominent AdTech companies, since 2005
- ◉ Specializes in developing and providing advanced innovative solutions for advertisers and publishers.
- ◉ 99% based on our proprietary technology
- ◉ Owns a corporate VC - Strategic investments & acquisitions

The group's services today include Mobile User Acquisition, Video & Connected TV technology and advertising, Full Proprietary Programmatic Stack (DMP, SSP, DSP), AI based rule engines and data science teams to support state of the art solutions.



Our Business Model



Supported Platforms & Coming Soon

ROKU

androidtv

amazon fireTV

Samsung **SMART TV**

LG webOS

Apple tv

Apple iOS

android

chromecast

XBOX

PlayStation

SONY

Hisense

PHILIPS

Haier

TCL

SHARP

Panasonic

TOSHIBA

VIZIO

viewd

AOC

THOMSON

BenQ

TPV

KONKA

KTC

CVTE

StarTimes

HIKEEN

BOE

Amlogic

NOVATEK

Cultraview

REALTEK

**MStar
semiconductor**

Castify

CTV - Why Now?



The CTV market is growing fast, presence there is a must



Platform app stores in need for new content



Recent global events have accelerated OTT spread & usage



No additional production costs



Blue ocean for content distribution



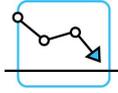
The Challenge We Address



Managing content via different channels is an expensive, time consuming process

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110100

Different coding languages and skills for each platform. Multiple logins for each platform



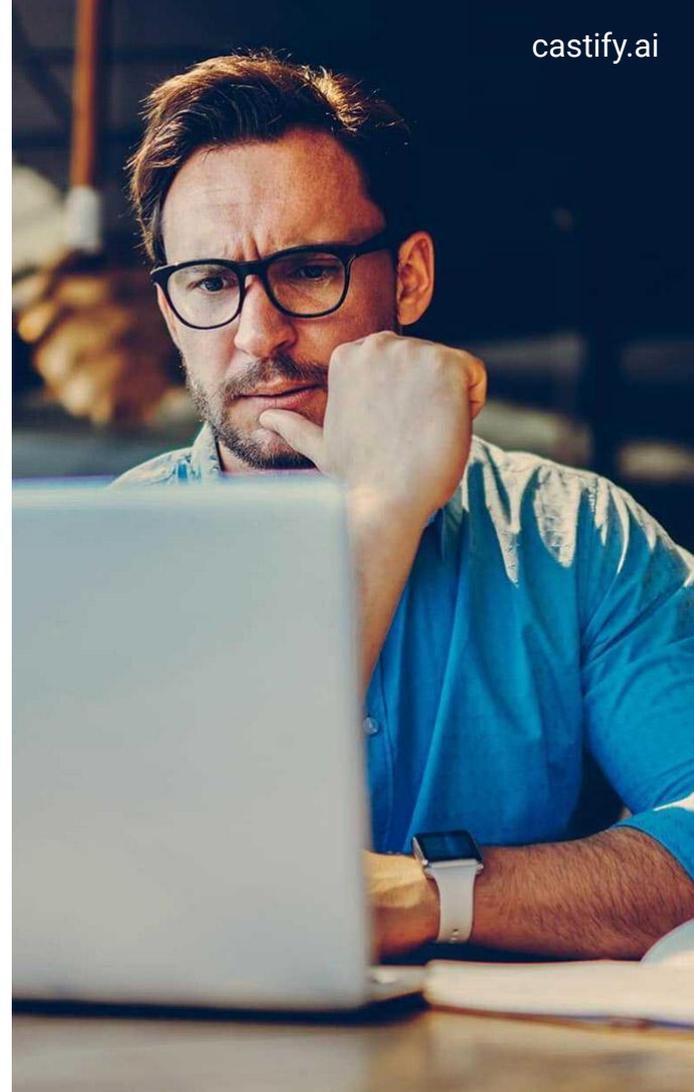
Monetizing channels may show disappointing results compared to the volume reach



Most of the monetization platforms lack transparency



There is a dependency on specific platform policy

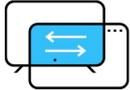


Our Solution - Customizable Branded app!

Tailored for your brand, with unique features



We handle all the technical aspect of creating and maintaining the apps, as well as the monetization tasks, with zero effort to the content owner



Our product is an omnichannel platform which enables content owners to manage all their channels on all platforms, in one place.



Castify OneID solution allows the end-user to easily browse the brand multi-platform channels.



A real-time dashboard with full transparency on the content data and the monetization

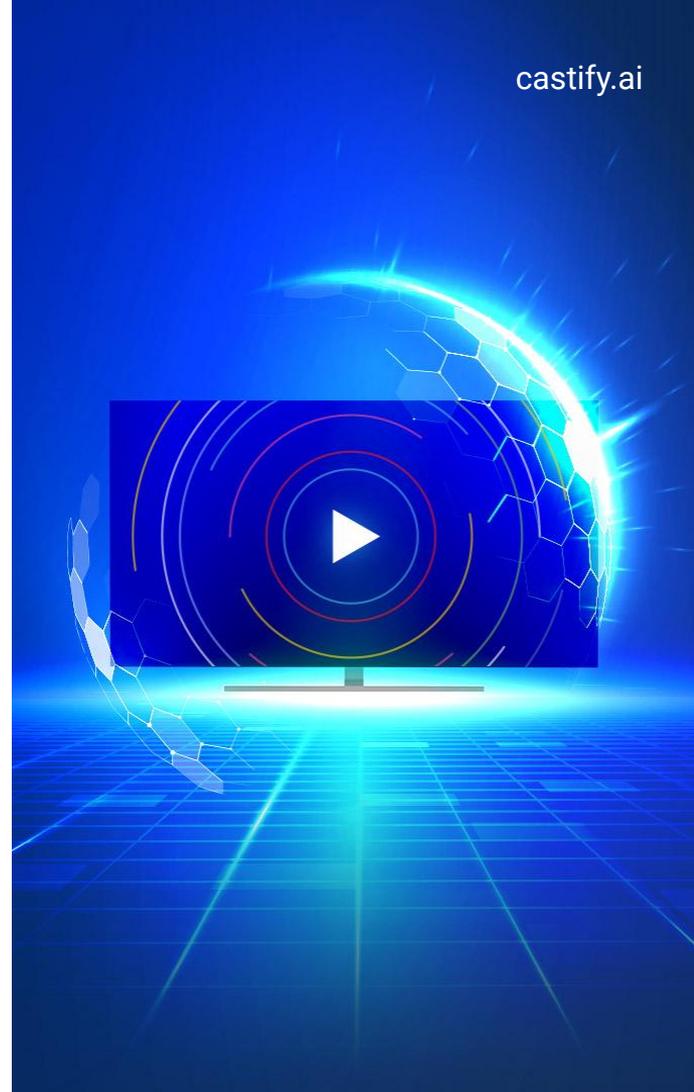


e-Commerce plugins and a customized E-store available



With over 15 years of experience, we bring together multiple disciplines to design and build successful products, with a focus on our clients' ROI.

castify.ai

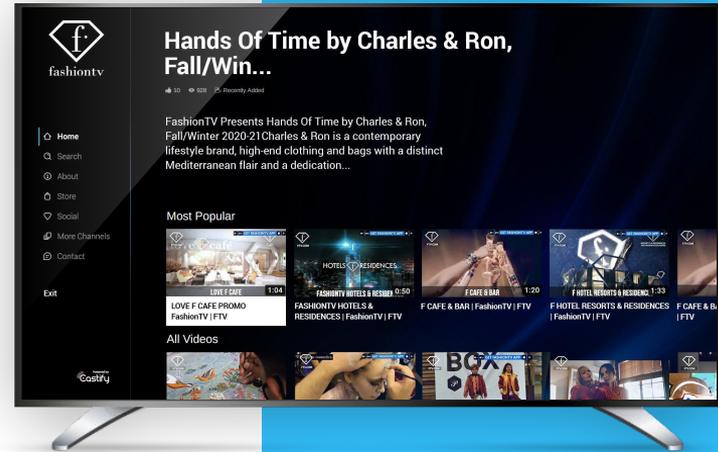


Unique App Per Vertical

Castify's UI experts have designed incredible elements to create the perfect app. Choose between preset templates or let us customize your layout.

Our templates have been carefully designed per vertical and content types -
TV channels, sports related channels, Music creators,
Travel channels and more.

Beautiful carousels, engaging buttons, unique omnichannel elements and everything you need in order to make your app engaging and one that makes your users want to come back to.



A main, or, complementary solution

Your CTV app can automatically synch with any content platform you have. Either your website, mobile app, or video channel, it provides your viewers with the a different “Netflix” type of watching experience.

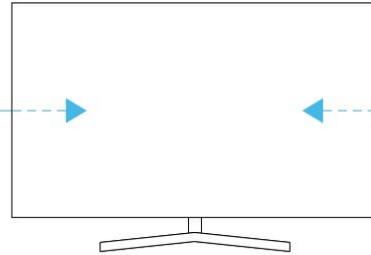
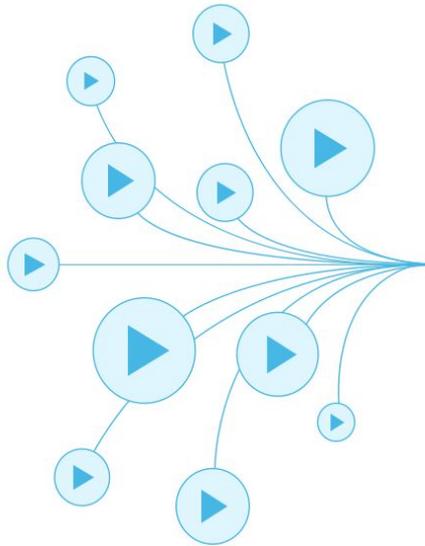
The app is customizable and completes user experience across all current digital assets.



Technology & Innovation

Castify provides innovative advertising placements in addition to standard video advertising. We bring together top notch technology and vast experience in online advertising, to create sharp and advanced solutions, resulting in better control and higher yield.

Content Creators



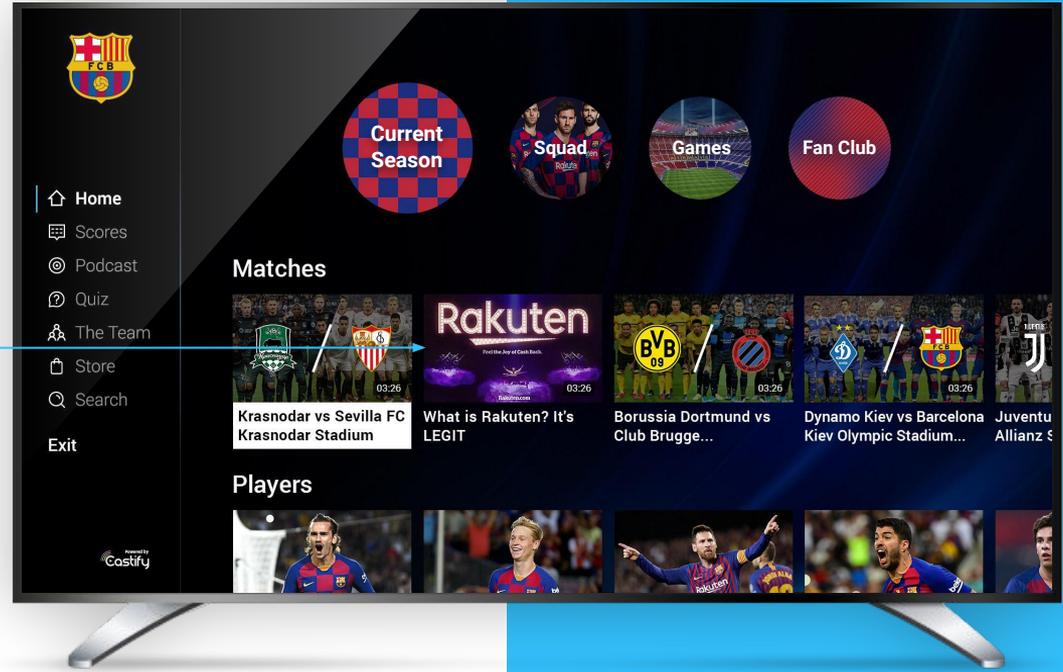
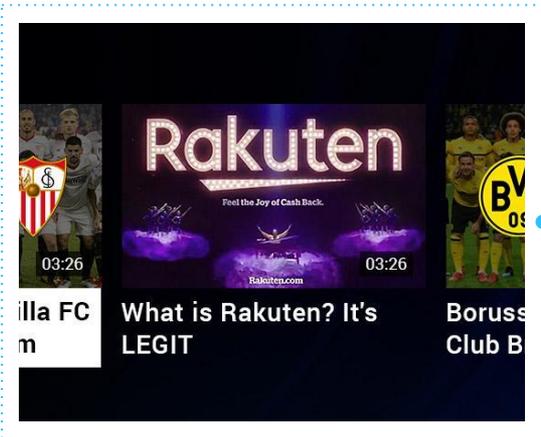
Advertisers



Premium advertising placements

Castify allows you to offer unique premium advertising placements.

Native Video: will display your advertiser's video as part of your content's feed

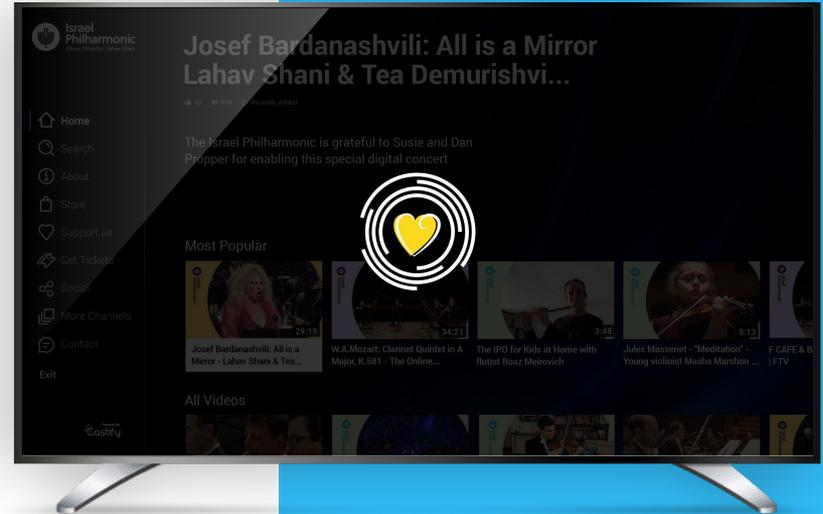


Premium advertising placements

Splash screen with your advertiser's logo, right when your viewer opens the app.

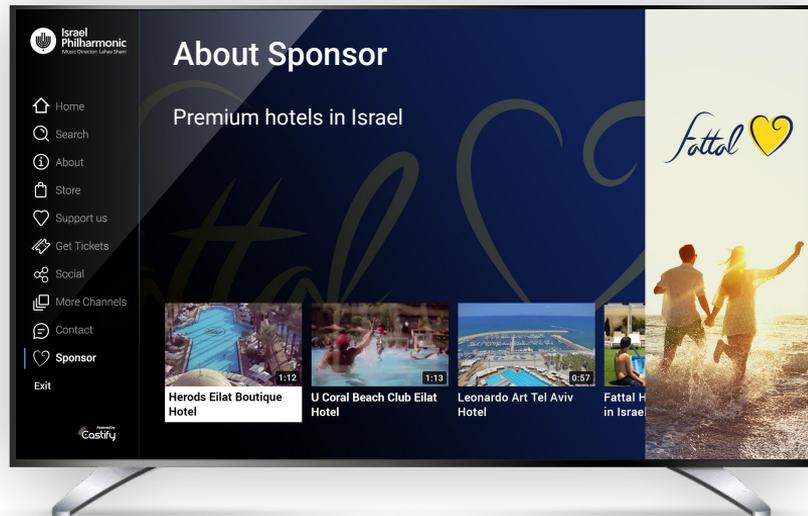


The Loader of your advertiser's logo will appear every time a video is being loaded.

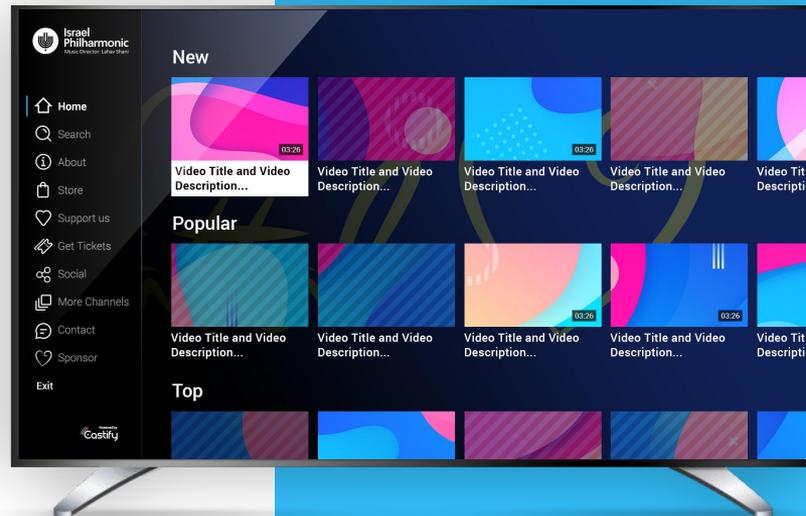


Premium advertising placements

Sponsor page, is a dedicated sponsor page that can include videos and texts.



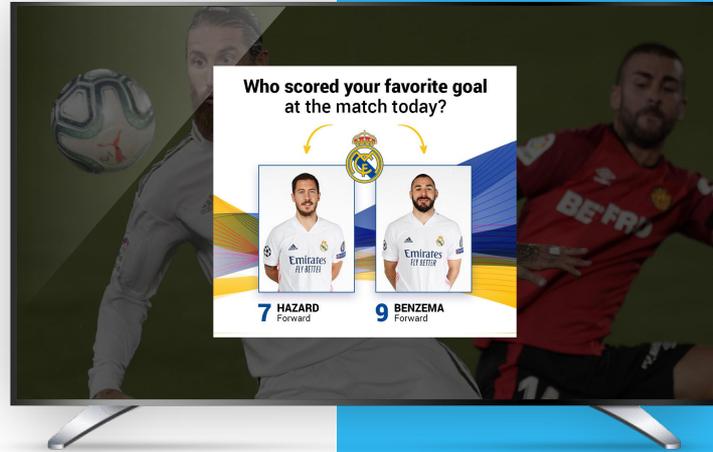
Home Takeover will present your advertiser's chosen image as a main background



Connect and Interact

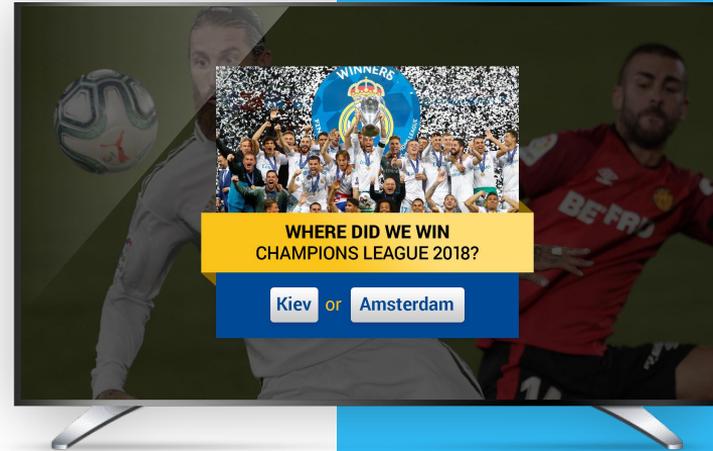
Polls

In-video live polls.
Surprise your viewers and stay connected with them. Enrich your content and enhance user experience.



Quizzes

Keep your audience engaged by displaying cool games and quizzes inside the app.



Monetize Your Content

Standard Ad Formats



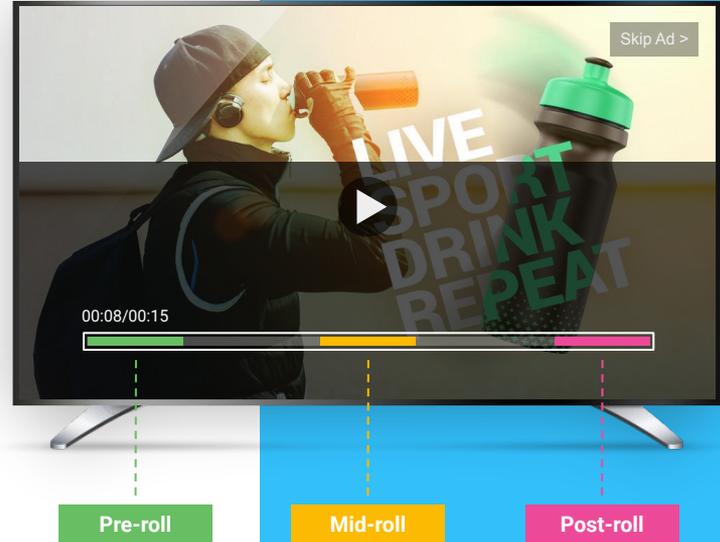
**Integrate premium ads
into your video content**

Our main formats:

- ⦿ Pre-roll
- ⦿ Mid-roll
- ⦿ Post-roll
- ⦿ Video overlay ads in TV2WEB technology

Castify.ai offers:

- ⦿ Global advertising demand
- ⦿ Brand safe & COPPA compliant
- ⦿ Customizable advertising feed



Monetize Your Content - Ads

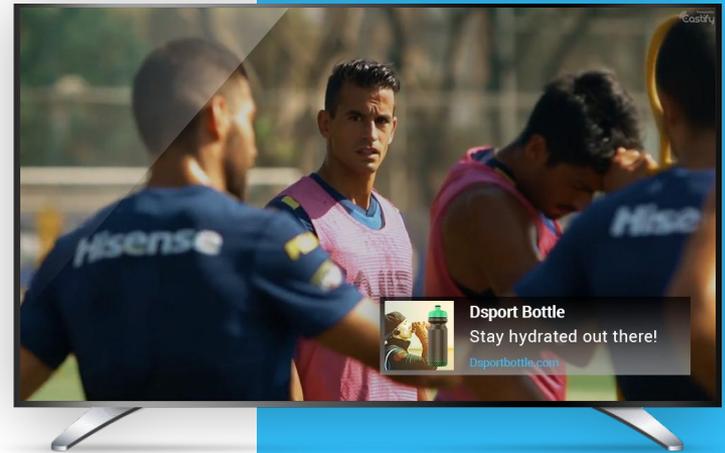
Overlay Branding



Overlay CTA



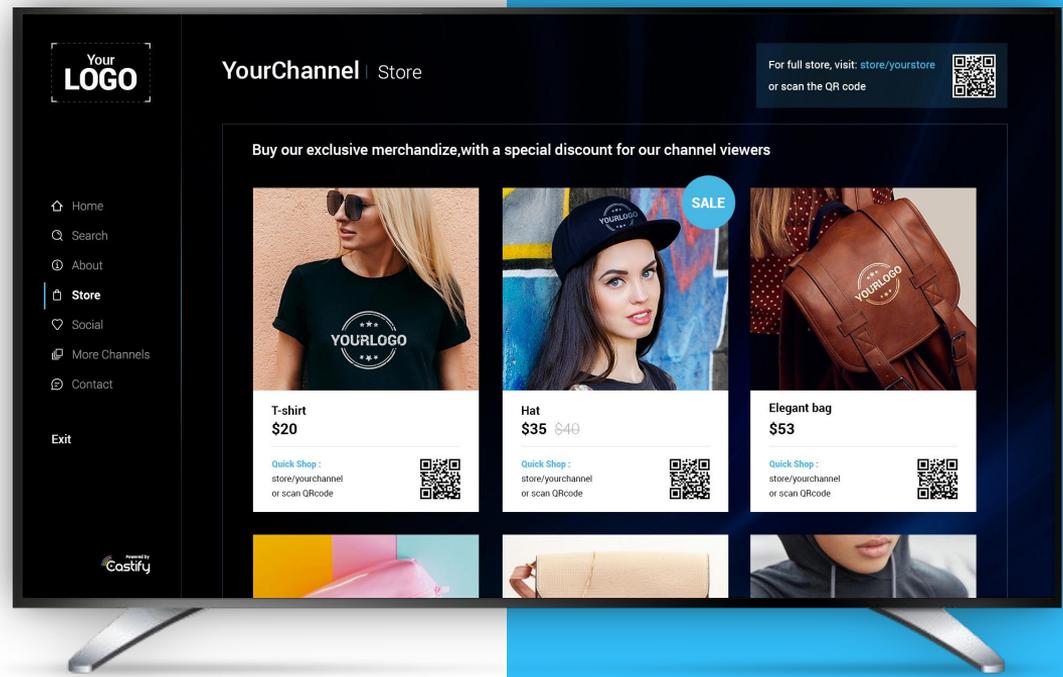
Overlay Transparent



eCommerce

Our eCommerce plugins and ready-to-go branded shops are a perfect way to further establish your brand.

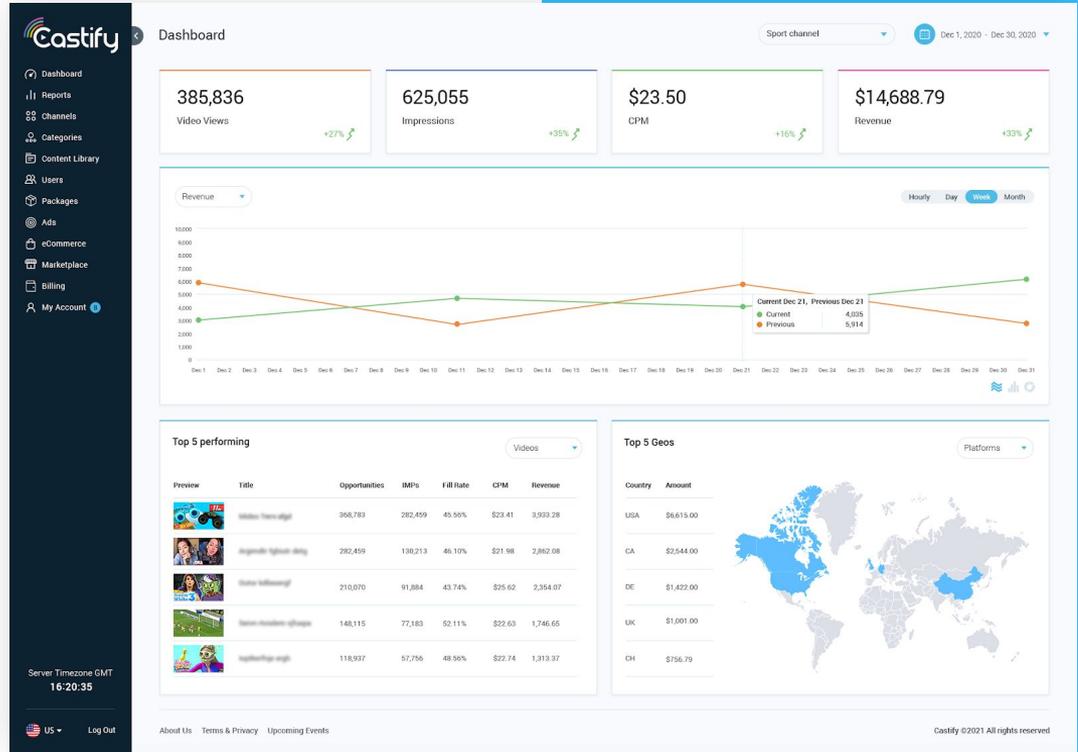
Sell your products, game tickets, travel packages, branded merch and more. Our omnichannel stores are customizable, with multiple categories, collections and anything you need to build an amazing branded store.



Dashboard

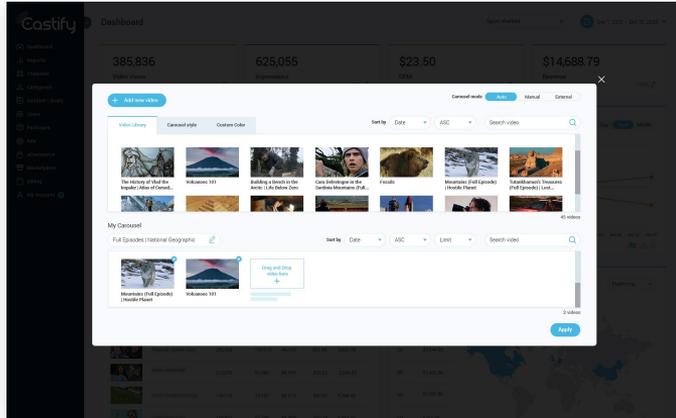
In your Castify management platform login, you will have a sharp and simple dashboard that displays real time statistics of your channels' activity.

At a glance you will be able to review and closely monitor your channel's performance. Track, follow and optimize your KPI's, metrics and key data points.

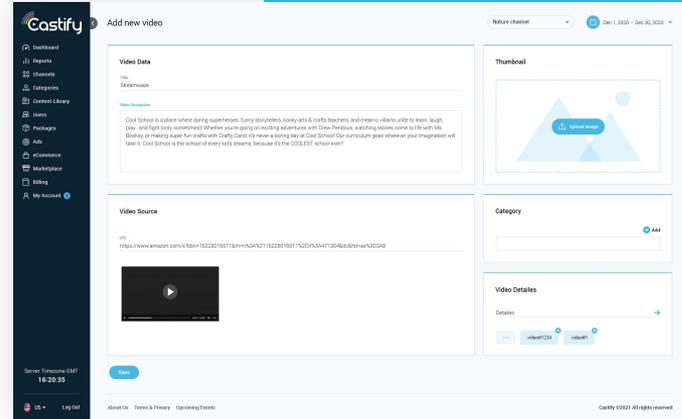


Manage your content

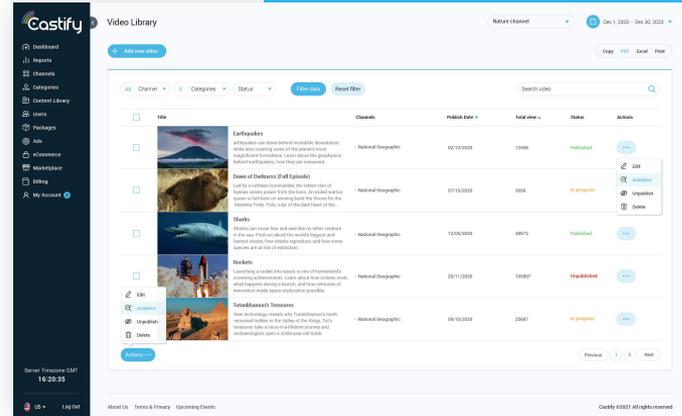
From your Castify account, you'll be able to create carousels, edit categories, add new videos and everything it takes to manage and maintain your channels.



Easily create carousels



Add new videos



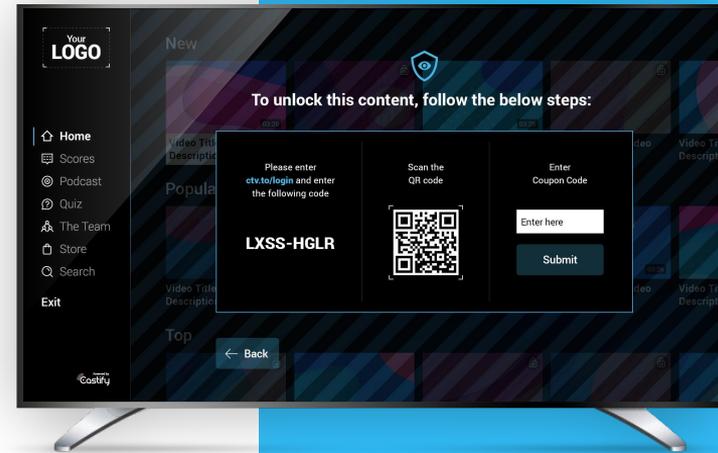
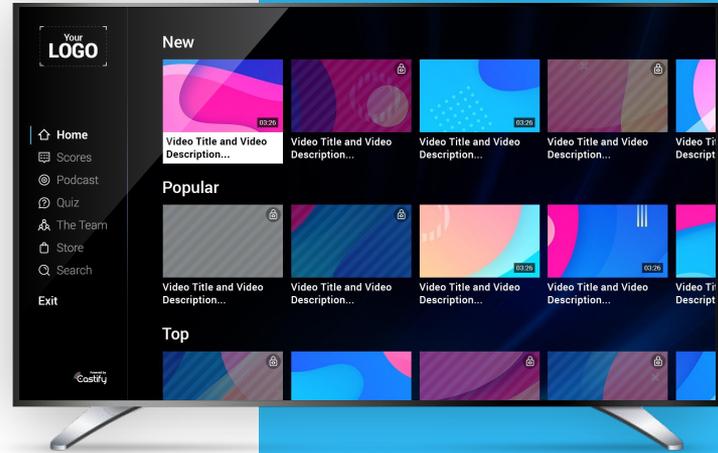
View and Edit your Channel

SVOD Model

Castify allows you to maintain an SVOD model, For your entire content or for selected parts of it.

Choose which content to lock and which to unlock at any given moment.

Through our analytics you'll be able to learn which content most interests your users and have the ability to test different strategies.



Linear Channel

Castify creates a linear channel to be broadcasted on any of the bellow platforms. Let your audience enjoy 24/7 of your inspiring content and get the following advantages:

- ⦿ Further exposure to promote and establish your brand
- ⦿ Have full control over your contents' lineup
- ⦿ The ability to create structured schedule
- ⦿ Increase your reach
- ⦿ The ability to further monetize your content with global
- ⦿ demand partnerships





channels@castify.ai

**THANK
YOU!**