



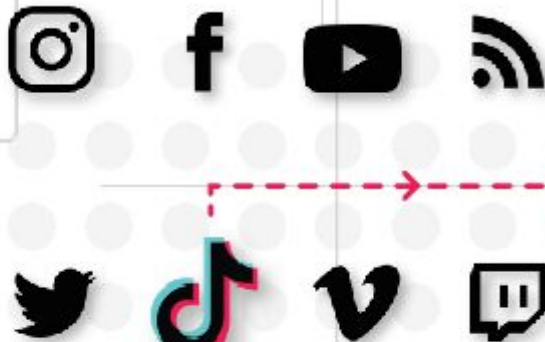
Smart Video Content Distribution Solution

castify.ai

ABOUT CASTIFY

Castify is a smart engine that automatically turns any content channel into an advanced app on **multiple platforms**. It automatically pulls content, including all titles, description & images, and distributes it simultaneously. Our apps are designed by user-experience experts to increase content's performance and income. We offer a fully monetized solution with various professional layouts and advanced customization capabilities.

Your Content



On All Platforms



Roku

androidtv

Apple tv

SAMSUNG
TIZEN

LG webOS

chromecast

SONY

fire tv

Hisense

Apple iOS



castify.ai

SMART MULTI-PLATFORM TECHNOLOGY

Custom Branded App on All Major CTV Platforms

Make the most out of your content and distribute it seamlessly.



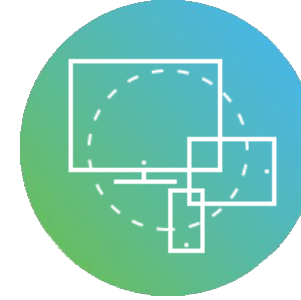
**ADDITIONAL
REVENUE STREAM**



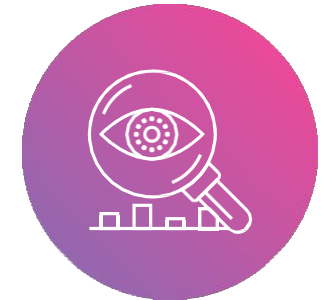
**STATE OF THE ART
USER-EXPERIENCE**



**INCREASED
FOLLOWER-BASE**

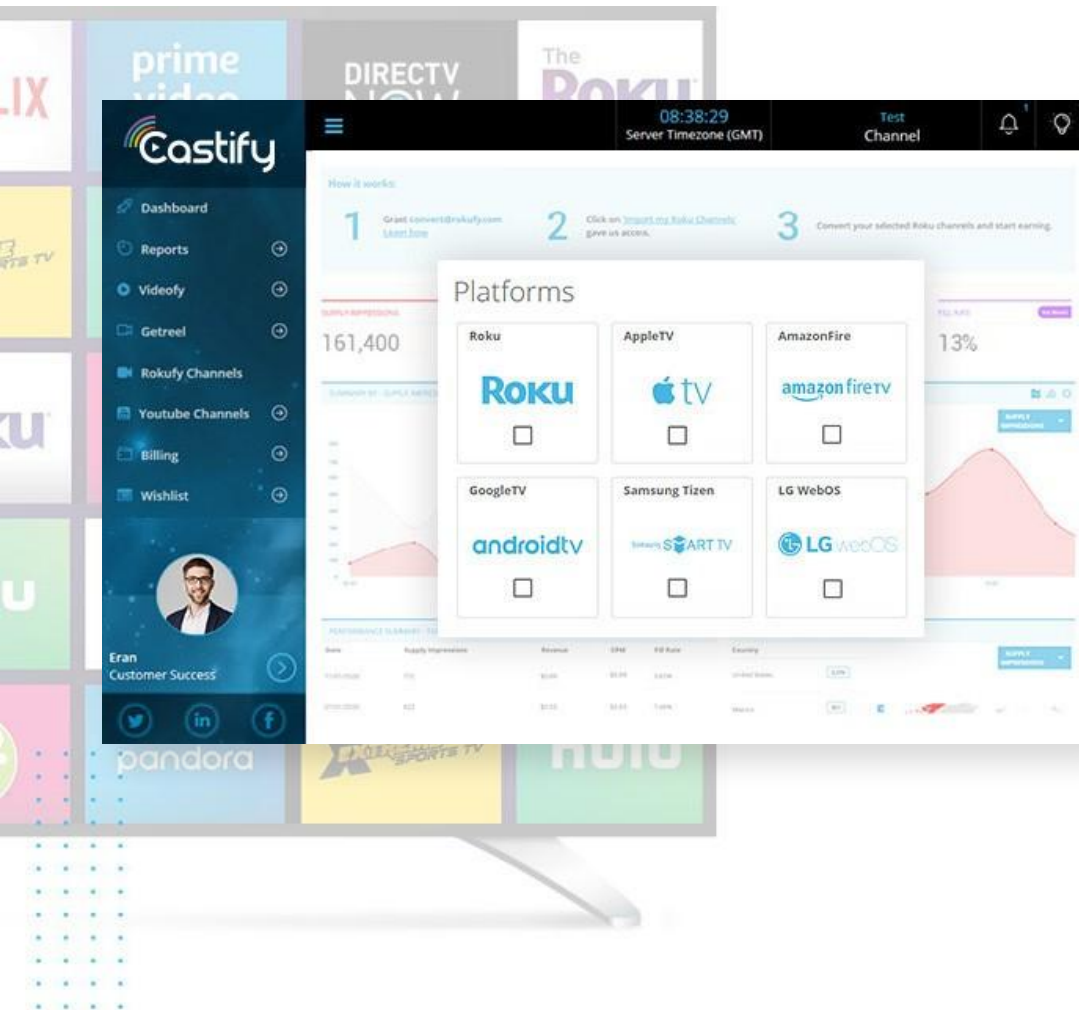


**INNOVATIVE OMNICHANNEL
FEATURES**



**ADVANCED CMS
AND
ANALYTICS**

HOW IT WORKS



SING UP & SETUP



Quick sign up and enter your channels URLs. It's free, Simple and takes only a minute

PUBLISH & MONETIZE



Choose your distribution channels and go live! Our premium advertising demand and create new revenue streams.

MEASURE & OPTIMIZE

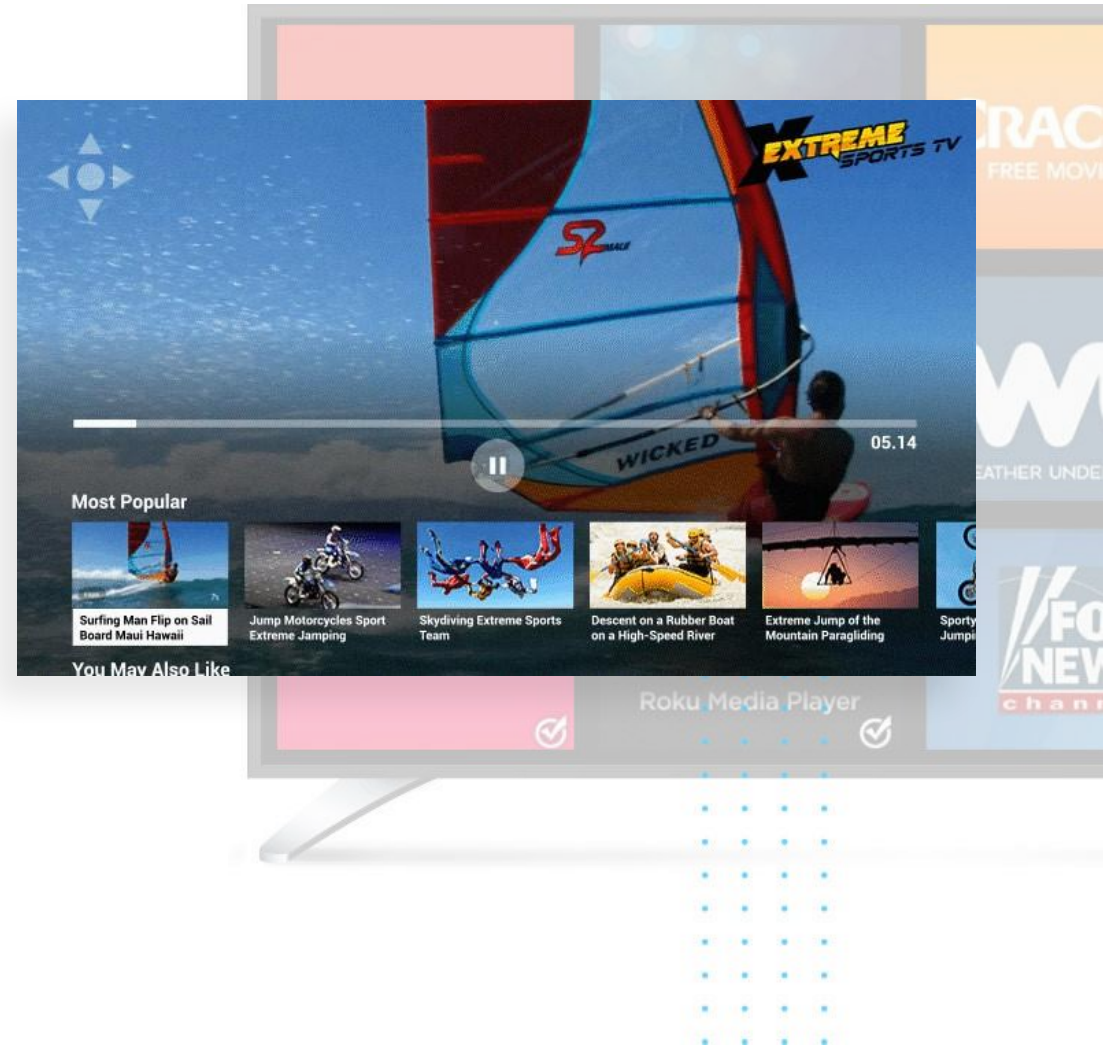


Get real time data & analytics about your reach and performance, optimize and reach new heights!

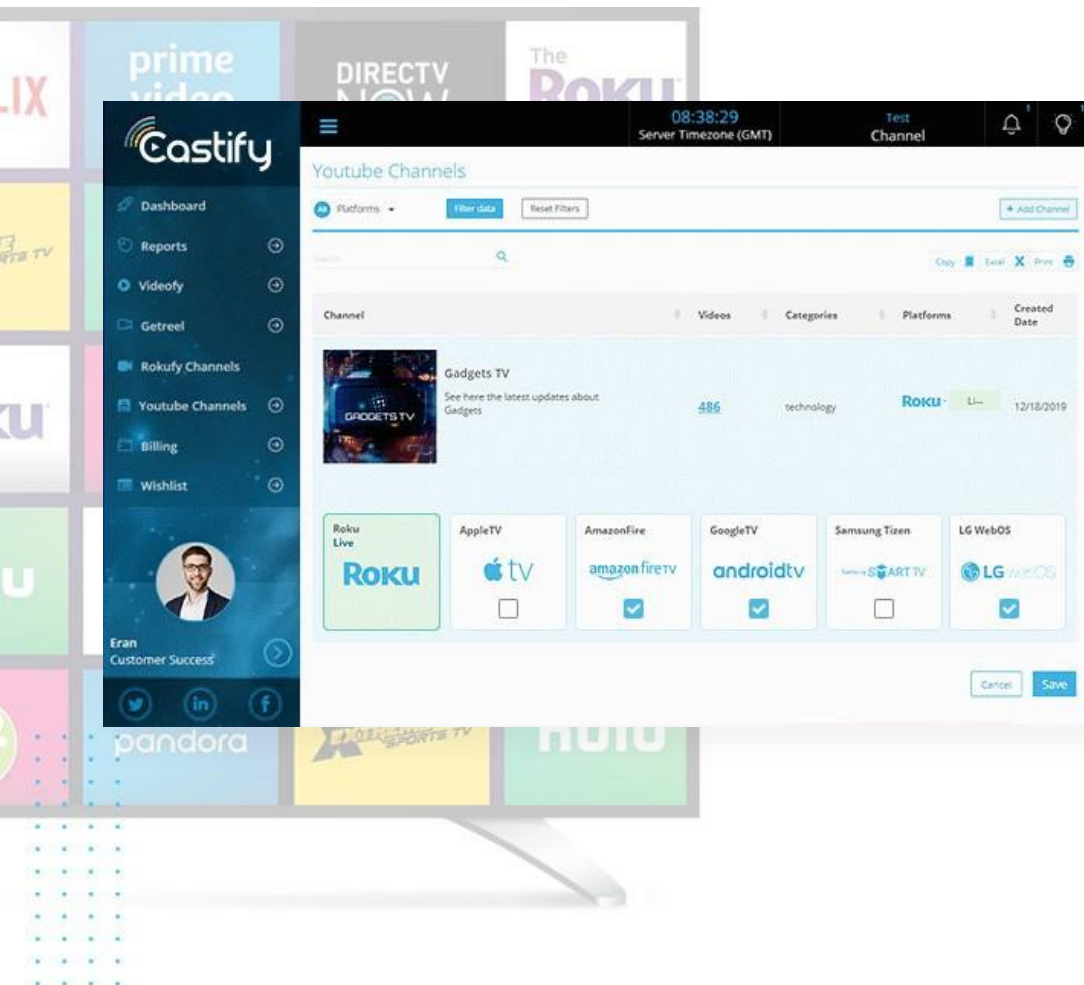
OPTIMIZED FOR ENGAGEMENT

Our CTV and mobile apps layouts are originally designed by UI/UX experts, guaranteed to provide your users with a premium experience.

The UI is specifically designed to maximize views and revenue. Our apps can be customized for various channel types, from one live video stream to multiple content categories.



MAXIMIZE YOUR REVENUE



Create an additional revenue stream by utilizing our vast advertising network, while keeping brand-safety and ad relevance intact.

Your content gets published on all major platforms automatically, saving you time and money.

Castify makes it easy to increase the exposure of your video content simply and for free.

TRACK YOUR SUCCESS

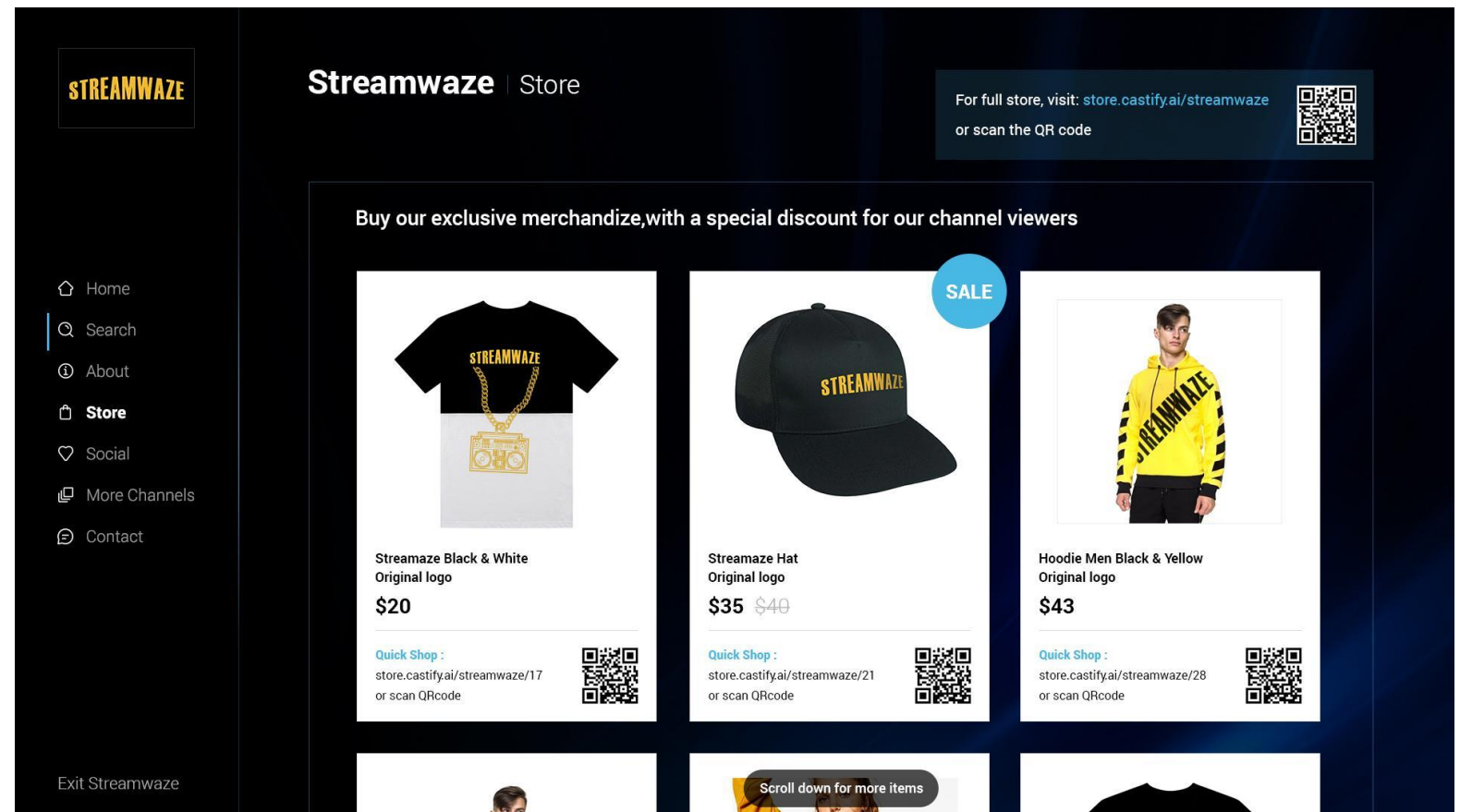
Use our advanced analytics dashboard to track your revenue and success in real-time.

Discover what platforms and GEOs work best and get valuable data regarding your content's performance in one place. Find out where you're trending and optimize your content.



Castify offers channel owners to sell their own merch on the web. Smart TV2WEB features will bring your audience straight to your store.

Castify team will design and build a branded store for selected partners, create their items, handle manufacturing, print, wrapping and shipping. All you have to do is send us your logo and maintain a large follower base to get into the program!

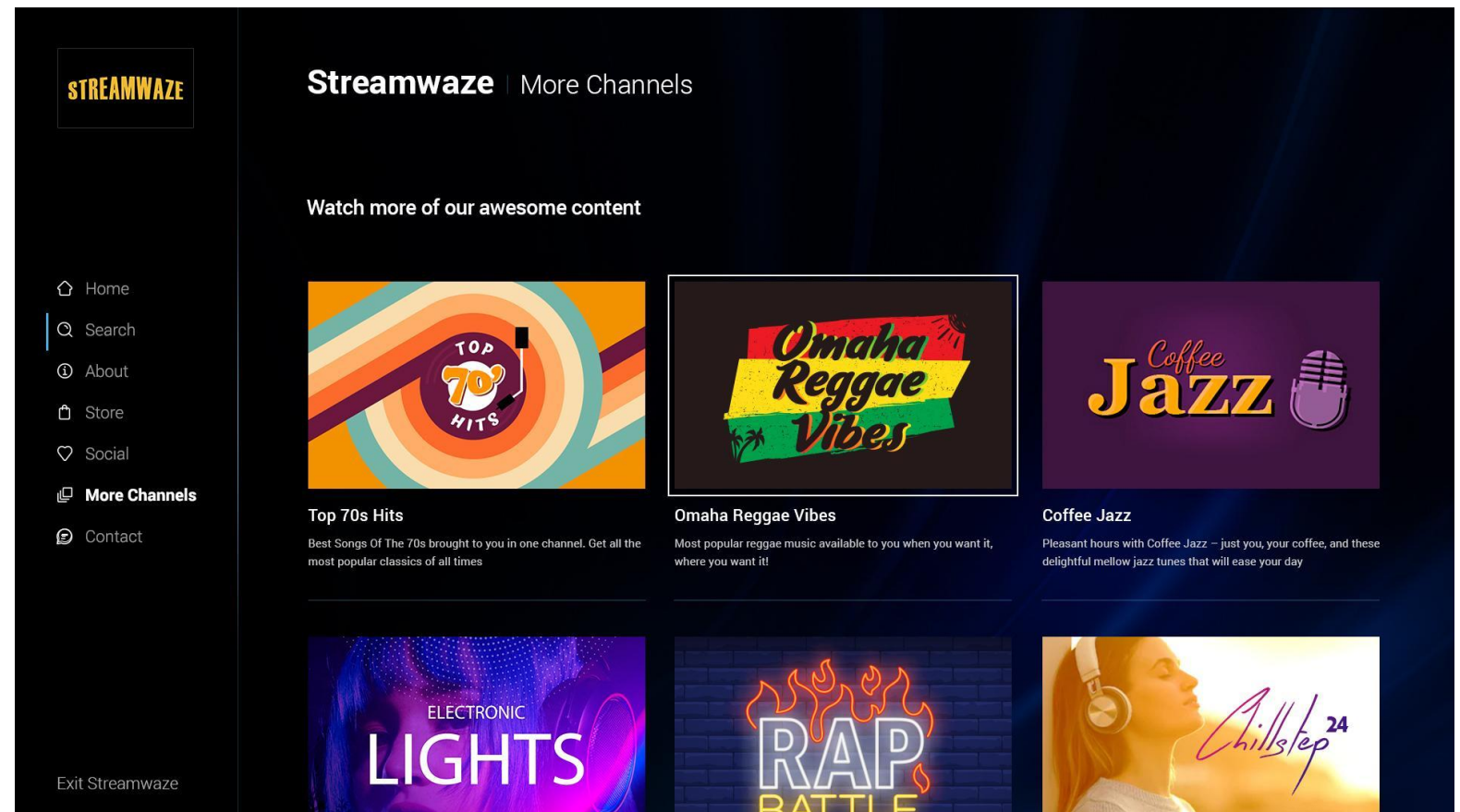


CROSS PROMOTIONS

Branded App,
Unique Features

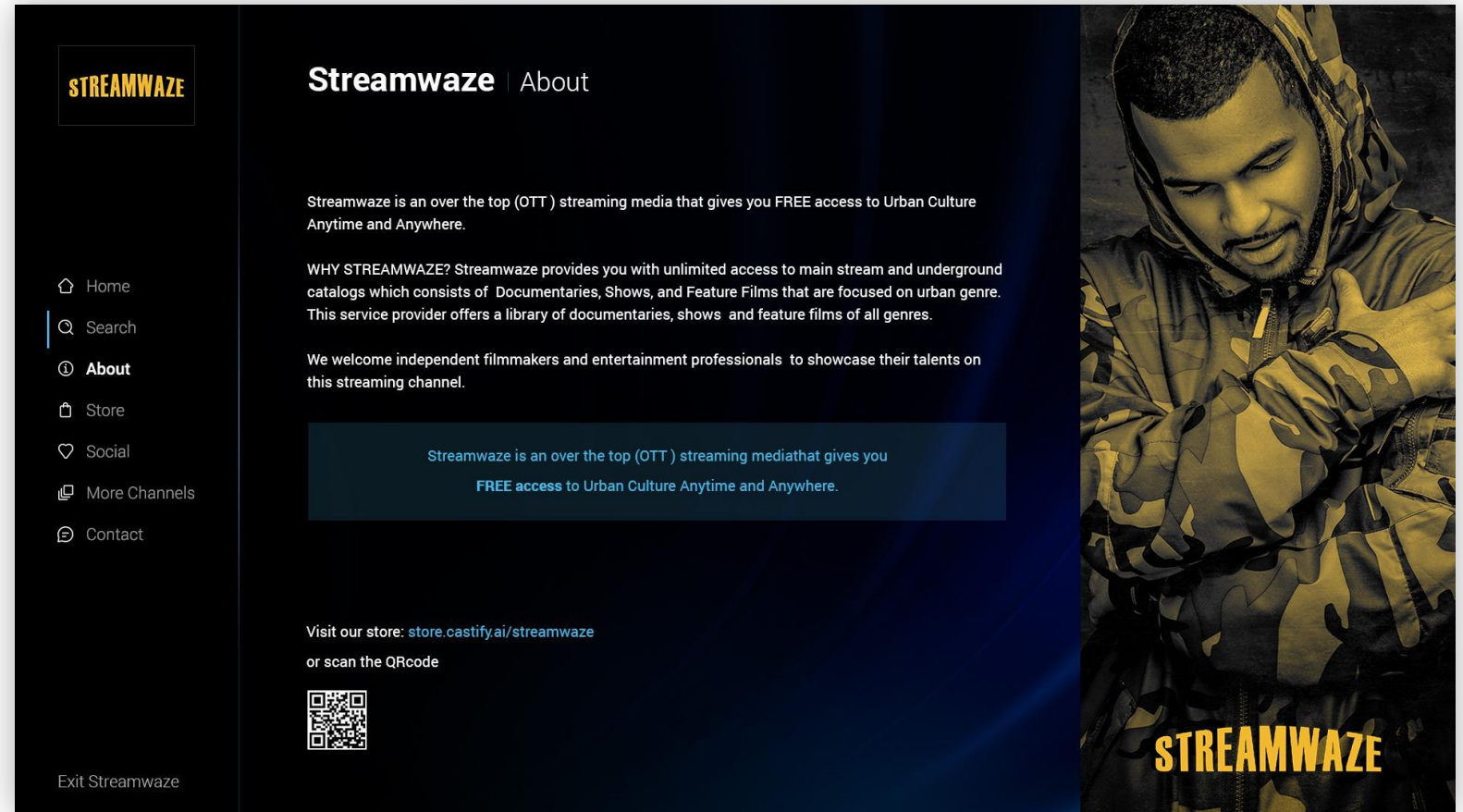
Castify allows your followers to navigate between your channels.

With our cross-promotion feature you can be sure all your content is grouped and your followers will not miss anything!



ABOUT US PAGE

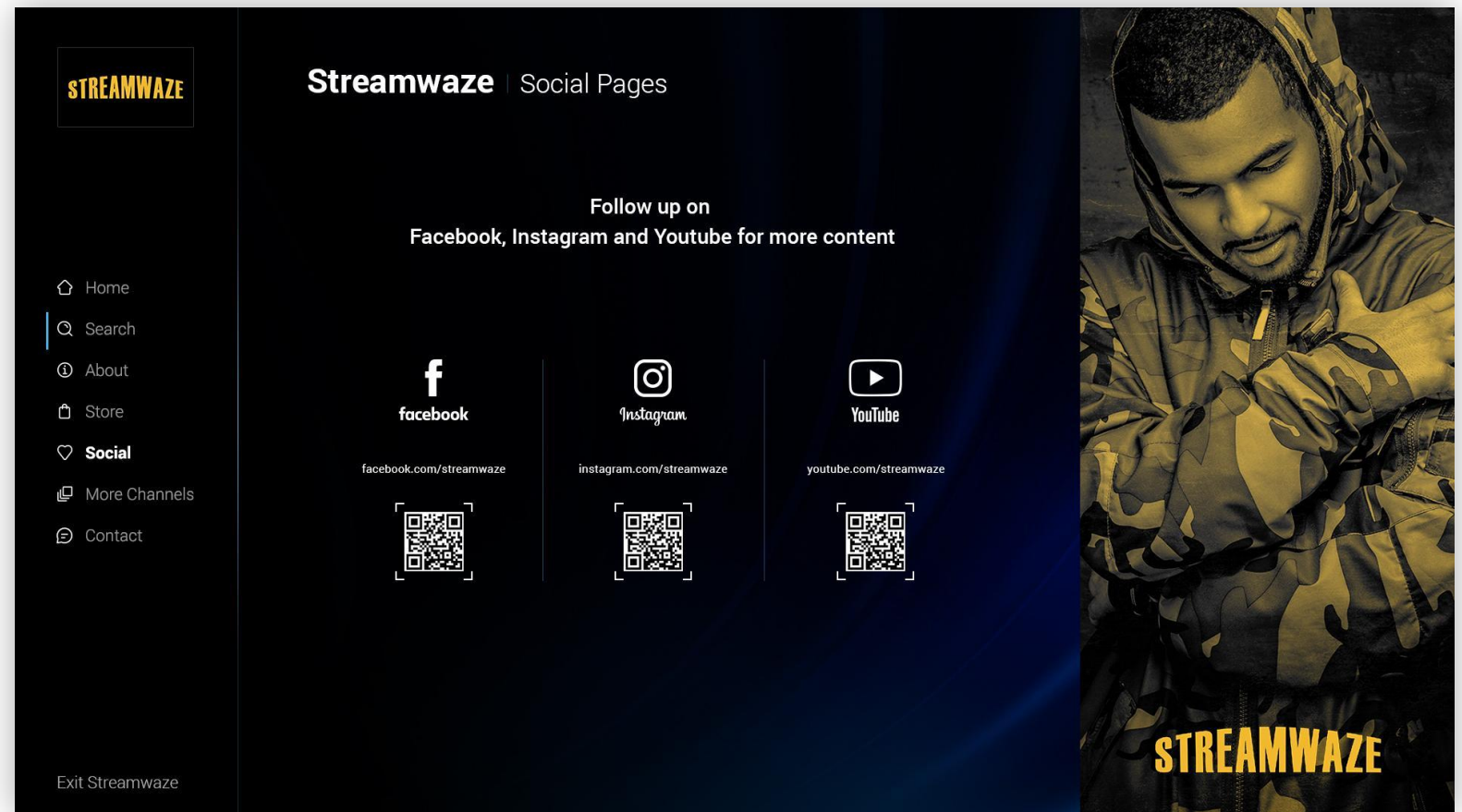
Build a unique and elaborated “About us” page,
fully customizable and an impressive design.



SOCIAL PAGE

Branded App,
Unique Features

Our Social pages section presents you with the ability to include all of your online channels. With our TV2WEB features, you'll be able to present to your followers all of your online assets and with a quick scan, allow them to navigate directly to external CTV destinations.



Castify Hub

Branded App,
Unique Features

Castify hub is a place to display all web and CTV presence, along with the relevant promotions the influencer is currently offering. Potential clients can mark the products they're interested in, and a request will be sent directly to the influencer.

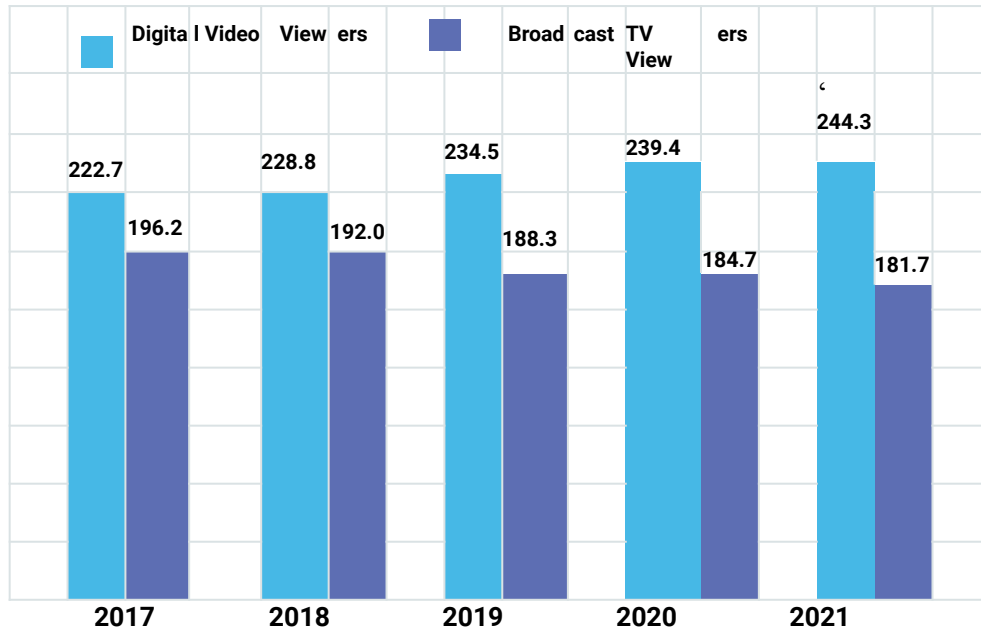
The screenshot shows the Castify Hub profile for Zach Fox. The profile includes a header with the Castifyhub logo and navigation links (OUR SOLUTIONS, HOW IT WORKS, ABOUT, FAQs, CONTACT US, LOG IN, SIGN UP). The profile section features a profile picture, name (Zach Fox), and bio (Teens - Lifestyle, California, United States). Below this is an 'About Me' section with a paragraph about Zach's career and a 'Social Feed' section with three posts. At the bottom is a 'Store' section with four items: Branded Black T-shirt Men's, Branded White Hoodie Women's, Branded Black T-shirt Men's, and Branded Gray T-shirt Women's. A blue button 'Advertise with me' is visible.

The screenshot shows the campaign creation interface for Zach Fox. It features a large image of hands forming a heart shape. Below the image is a blue box with text: 'Zack offers a few products for advertisers who would like to promote their brands. Please select the relevant product relevant to your brands and the request will be sent directly to Zack.' The interface includes a 'Create a Campaign' form with fields for Name, Email, Company, and Notes. Below the form is a 'Send' button. The main content area displays four campaign options: CTV Ads Sponsorship (\$15 CPM), Instagram Promotion (\$700-\$2500), Personal IG Video (\$1500), and Twitter/Facebook post (\$500). Each option has a blue plus button.

THE CTV MARKET

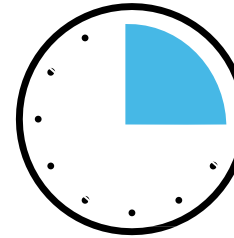
CTV USAGE

Projected U.S. Viewership: Digital Video vs. Broadcast TV, 2017-2021



TIME SPENT ON CTV

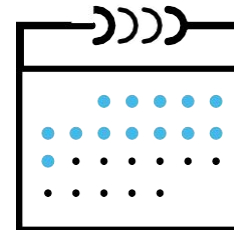
Audiences are spending a significant amount of time with OTT



These 59.5MM homes viewed, on average,

54 HOURS

of OTT content in April 2018... (+4.4 hours per household year-over-year)



...this was spread across

16.4

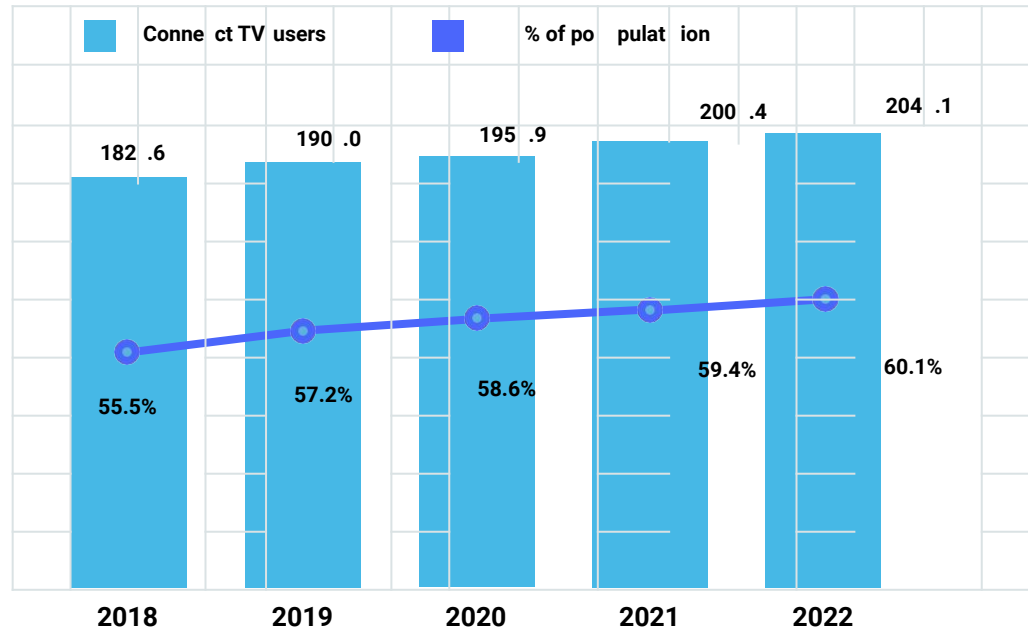
AVERAGE VIEWING DAYS

TOTAL TIME SPENT STREAMING OTT IS UP 28% YEAR-OVER-YEAR

THE CTV MARKET

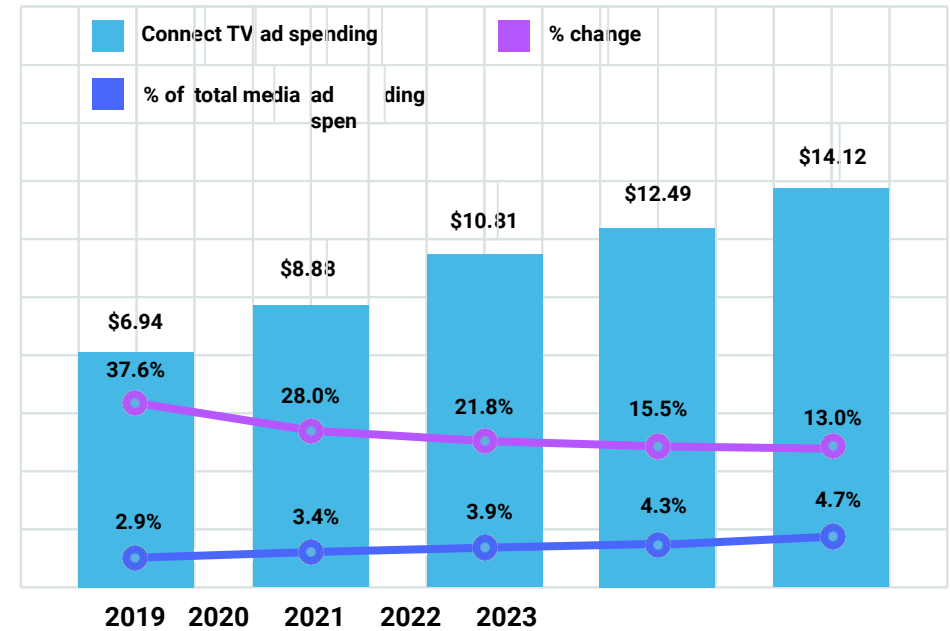
US CONNECTED TV USERS, 2018-2022

millions and % of population



US CONNECTED TV AD SPENDING, 2019-2023

billions, % change and % of total media ad spending



CTV AD SPEND 12% OF TRADITIONAL TV AD SPENDING

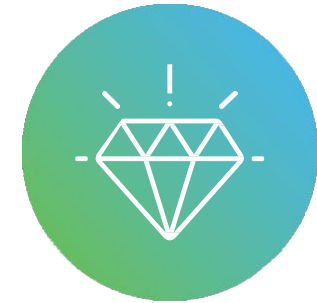
GET IN FRONT OF THE RIGHT AUDIENCE AT THE RIGHT TIME

**Connected TV advertising gives
marketers a new and highly visible
medium to grow their audience**

Advertising with Connected TV and
programmatic digital video both offer a targeted
solution to reach the right audience at the right
time.



**TARGETED ADVERTISING
EXPERIENCE**



**PREMIUM AD QUALITY
& CREATIVE
FORMATTING**



**HIGHER
RETURNS**



**ADVANCED CMS
& ANALYTICS**

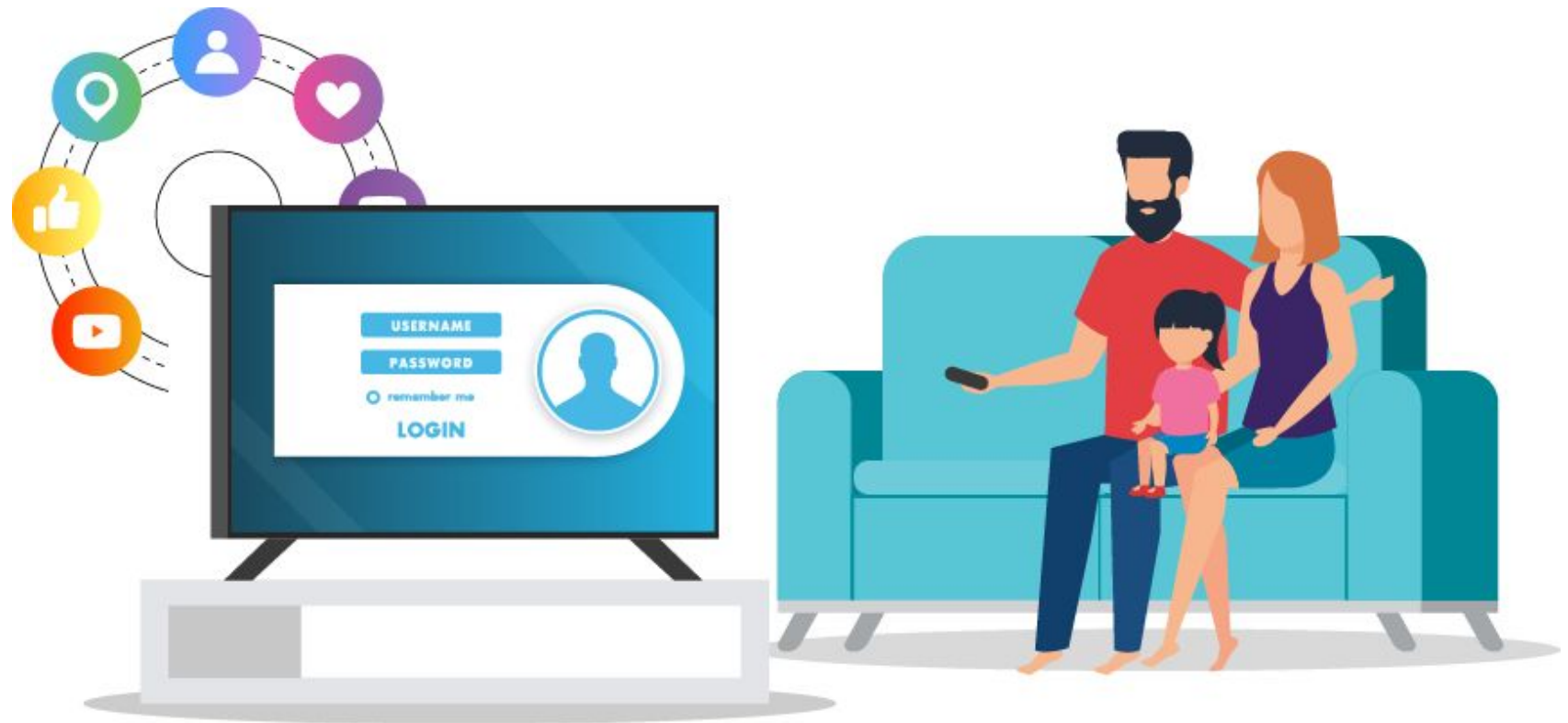
PREMIUM INVENTORY

Run your ads on **Premium inventory** alongside popular TV shows and movies, in front of an audience that's fully invested.



TARGETED ADVERTISING EXPERIENCE

Users are required to log in with universal credentials, like a Google or Facebook account to use connected devices to stream OTT video content. Third-party data is collected based on a variety of demographics and Internet behavior and allows precise segmentation and targeting.

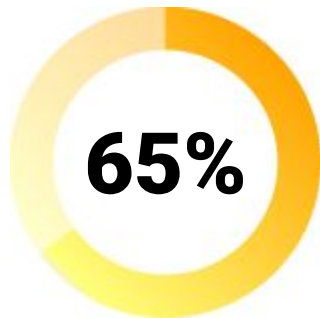


MILLENNIALS AND GENERATION Z PREFER CONNECTED TV

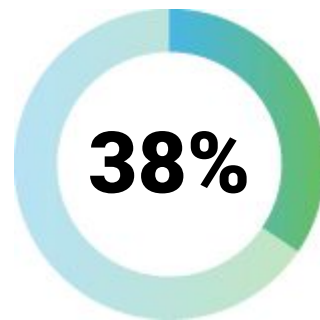
Surveys reveal that 65% of millennials' households use connected TV's as their only source of video content. As the largest group of people on the planet right now, millennials hold the most purchasing power, getting ads where they can see them presents an enormous growth opportunity.



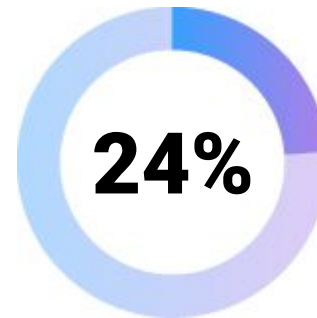
GENERATION Z



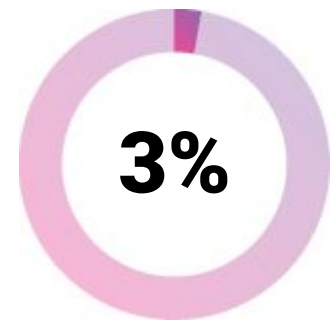
MILLENNIALS



GENERATION X



BABY BOOMERS



SILENT GENERATION

POSITIVE AUDIENCE ATTITUDE TOWARDS ADVERTISED CONTENT

CTV viewers see ads as part of the deal, because they know the ads ensure they get content for either a low cost, or for free. According to research conducted by the IAB, nearly half of Connected TV viewers watch streaming content supported by advertising more than any other type of streaming service.



Don't hesitate,

let's get you on a
positive growth track!

channels@castify.ai

