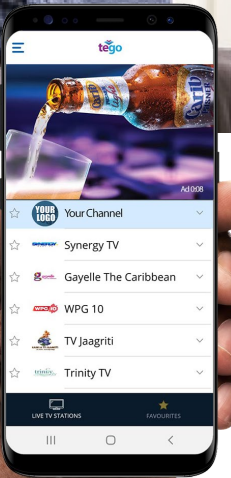
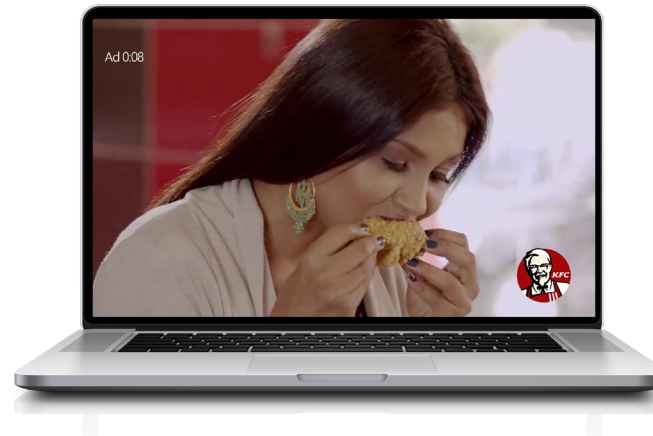




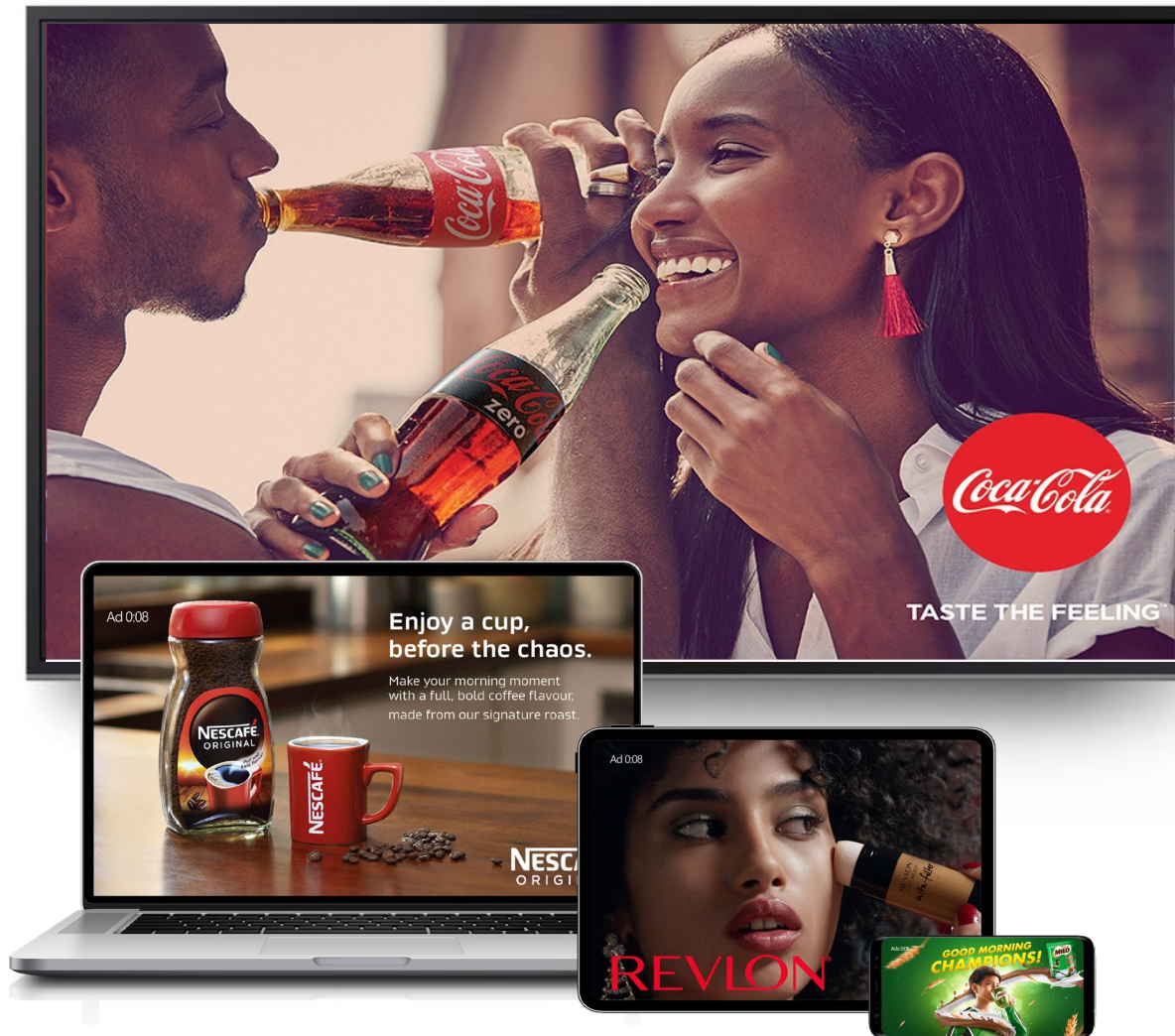
Now you can offer your advertisers digital ad spots on your channel on any platform

- First gain viewership analytics on your channel across all platforms.
- Sell target ads based on your analytics by location, age group, gender and even device type.
- Attract and offer local, regional and international advertisers digital ad spaces on your channel.
- Gain ad consumption analytics on your channel across all platforms.



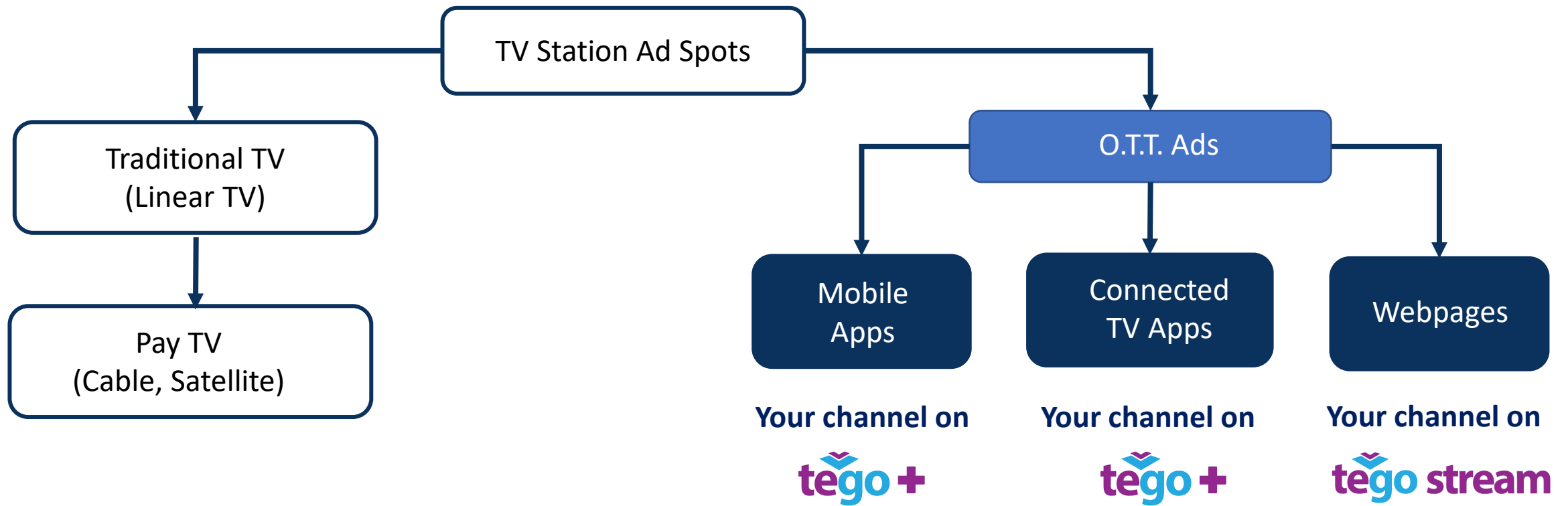
What are Tego Ads

- Tego Ads Spots are in stream video ads on your TV station on the Tego + and Tego stream platforms.
- The video ads are non skippable and thus the advertiser get's their value by paying you for your ad spot
- Tego Ad spots on your channel are considered your channel's Tego Ad's spots.



tēgo stream

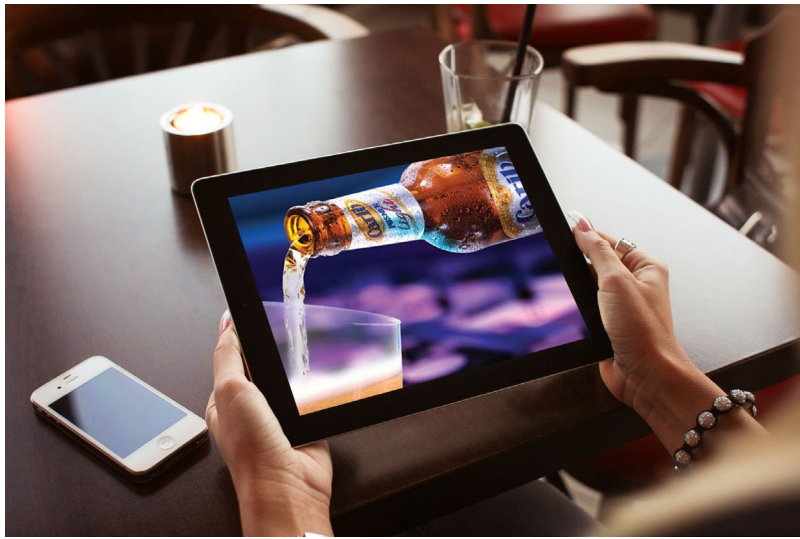
tēgo +



Linear TV is still the largest sector for ad spending, but its lead is dwindling due to the rise in OTT ad spending, as well as increases in online and mobile.

Tego + and Tego Ads gives your TV station the best of both worlds.

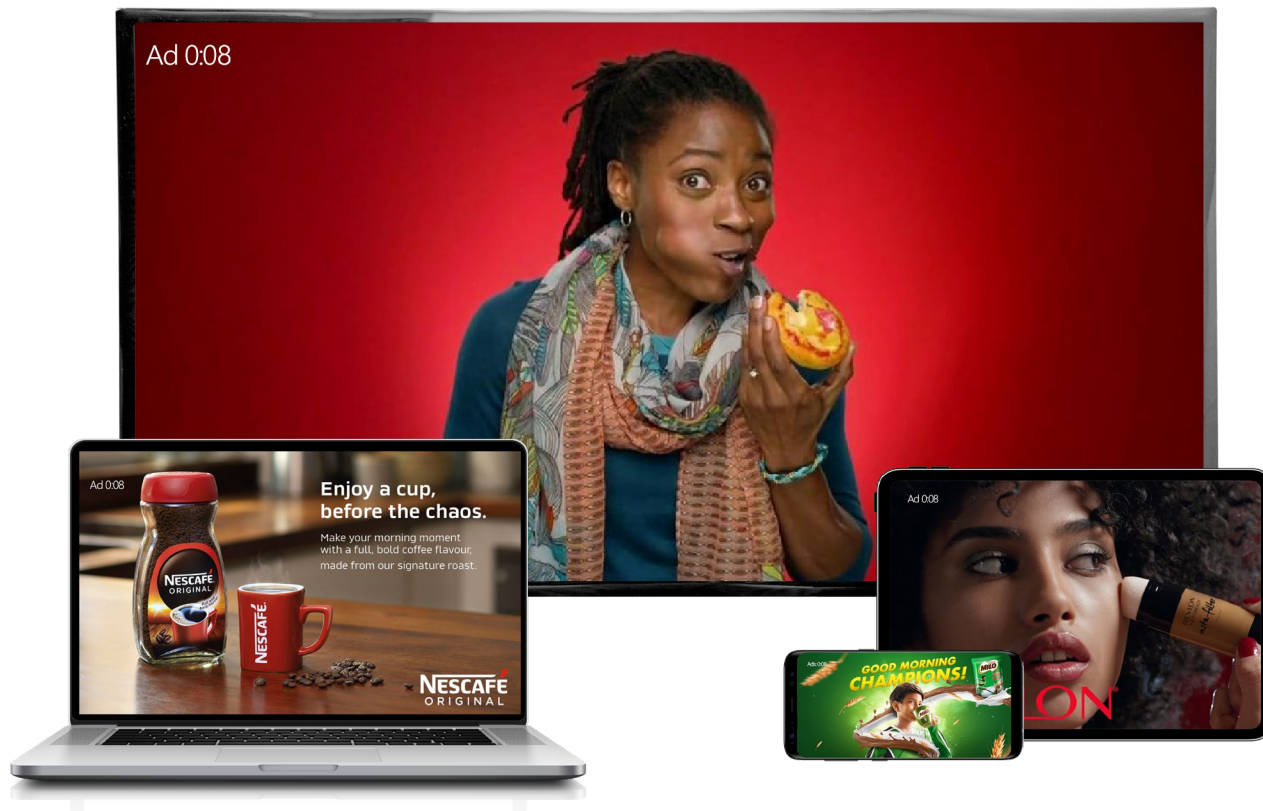
- Tego + = Future of TV, which is Over the Top (O.T.T.) TV.
- Tego Ads = Future of TV Ads which is Over the Top (O.T.T.) Ads.
- Best of All Tego is Free to your TV station.



Where are your advertisers' ads delivered

- Via your channel's Tego stream page or your own webpage using the Tego stream player and of course on Your channel in the Tego + TV and mobile Apps.
- Deliver to your viewers all over the world
- Attract international advertisers that may want to target your foreign based viewers whilst delivering local ads at home.
- The trick is to have all your online channel viewership come through your delivery on tego





Where are Tego Ads delivered cont'd

- On your channel's Tego stream page or your own webpage using the Tego stream player and of course on Your channel in the Tego + TV and mobile Apps.
- Attract international advertisers that may want to target your foreign based viewers whilst delivering local ads at home.
- There are over 4,000,000 Caribbean people living outside of the Caribbean

How do Tego Ads Work

- Once your viewership numbers are increasing your ad spots will become available for sale in your portal area
- Select your channel's available Tego Ads spots on your channel and then resell them to advertisers at your price.
- Upload the advertiser's ad to the Tego Ads cloud and have them delivered.
- It's all done online making it easy and convenient for your team to sell to advertisers, Tego Ads team will deliver

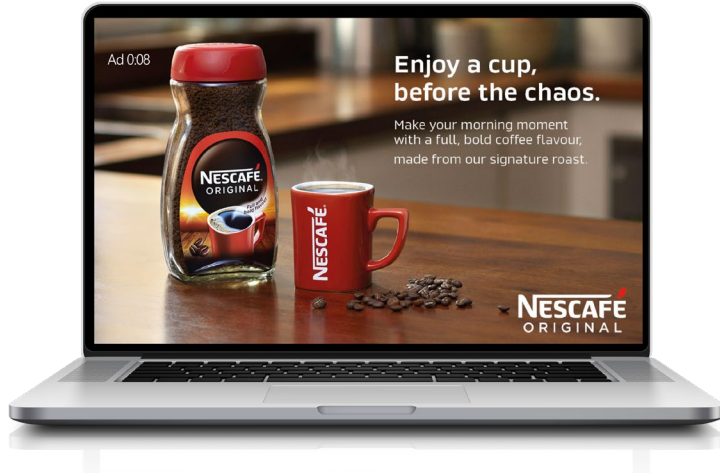




Your TV Station



tëgo +

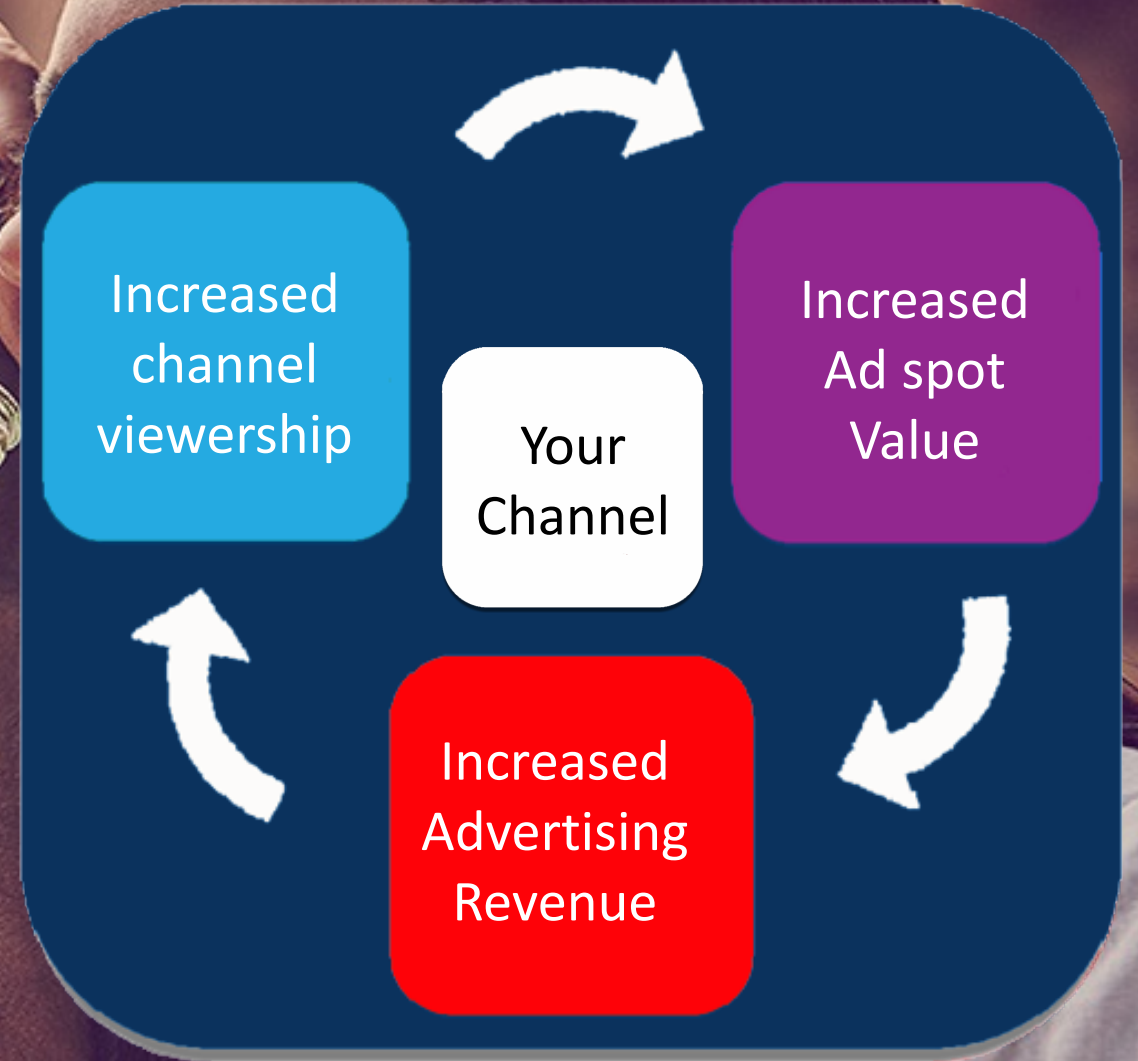


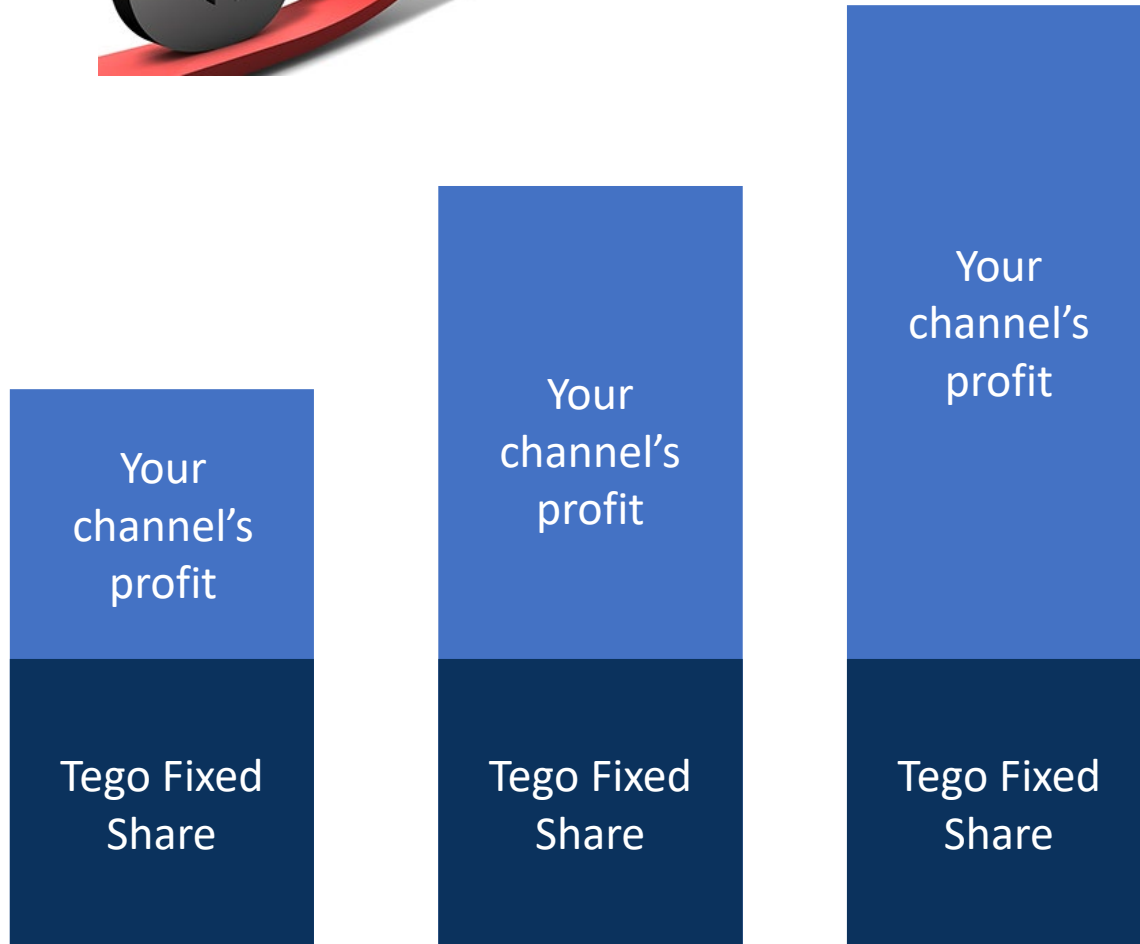
tëgo stream

- Your TV station just has to upload your video ads to the Tego ads delivery network cloud.
- The Tego Ads team receives your ad and sets up your online ads campaign.
- Your non-skippable video instream ads are delivered to viewers on your channel on both Tego plus and Tego stream platform.

Increase Your Ad Value

- The trick is to have all your online channel viewership traffic consumed via the Tego+ and Tego stream platforms or your own webpage using the Tego stream player exclusively.
- Promote your channel being available on mobile and TV apps.
- Promote your channel's webpages or your Tego stream page.
- Increased viewership numbers will increase your online video advertising revenue.
- Will also increase viewership on your regular TV advertising – more value to your existing advertisers.





Your sell your own Ads Spots
to make more \$

- Tego Plus and Tego stream is offered for free to the viewers and TV stations to maximise viewership.
- This service comes at a cost to Tego which is supported via Ad sales and delivery.
- Tego charges a fixed cost on every delivered ad which your TV station can mark up for profit.
- Your TV stations ads team are tasked with this responsibility.

Your channel's Tego Ads Spots	Your channel's YouTube, Facebook live (social) ad spots
<ul style="list-style-type: none"> • True TV ads delivery experience on 24-hour TV stations delivered on mobile, web and CTV / OTT devices. Arranged in a virtual format in a multi-video program distribution layout (vMVPD) 	<ul style="list-style-type: none"> • Does not support 24-hour broadcast of TV stations.
<ul style="list-style-type: none"> • Sell to your existing and new advertisers directly. 	<ul style="list-style-type: none"> • Unable to sell ads directly to advertisers to your channel.
<ul style="list-style-type: none"> • Set your final price and make a lot more on your profit margin 	<ul style="list-style-type: none"> • Unable to set final price and profit margins are very low for broadcasters

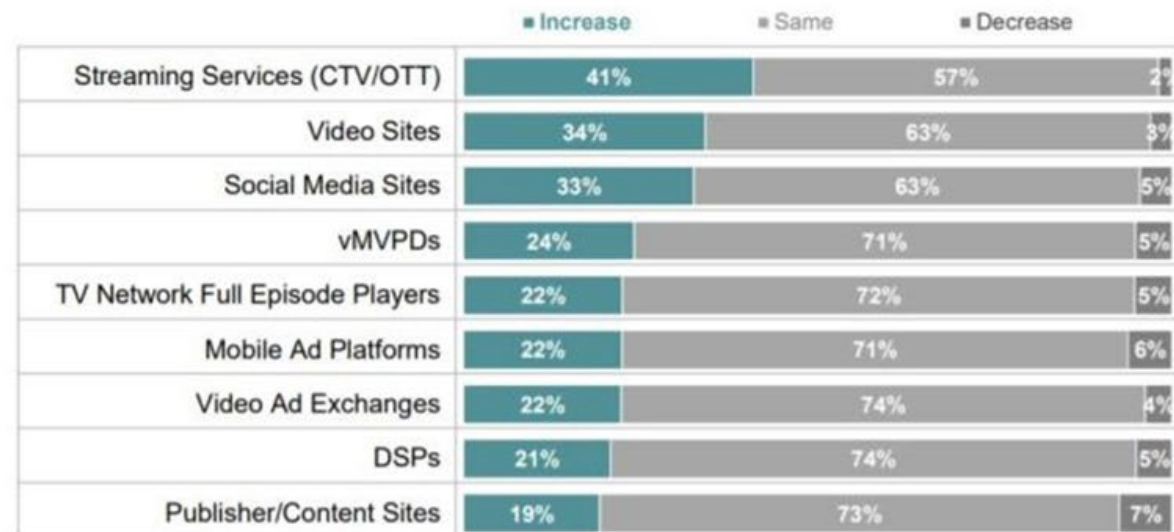
Roku = Over 53.6 million active users

Amazon = Over 50 million active users

Google and Android TV = Over 80 million devices active devices

Digital Video Tactics: Advertisers Indicate Greatest Spend Optimism for Streaming, Video Sites, and Social

Change in Video Ad Spend Next 12 Months by Tactic





Email us – info@tegotv.com

Let's Virtually meet

So we can answer your questions.

Our team can address your operations, marketing, programming, and management team all at the same time.

Just email us and request a virtual meeting today!