



WHAT IS STINGRAY QELLO?



CONTENT

More than 2,000 full-length Concert Films & Music Documentaries on-demand, spanning 35 Genres and 10 Decades.



PRODUCT

New Releases Weekly, Personalized Recommendations, Setlists, Collections, Free Music Friday, Center Stage, Watch Later, and more.



DISTRIBUTION

Available in more than 160 Countries on every major platform. Top 5 Grossing iOS App in more than 50 countries.



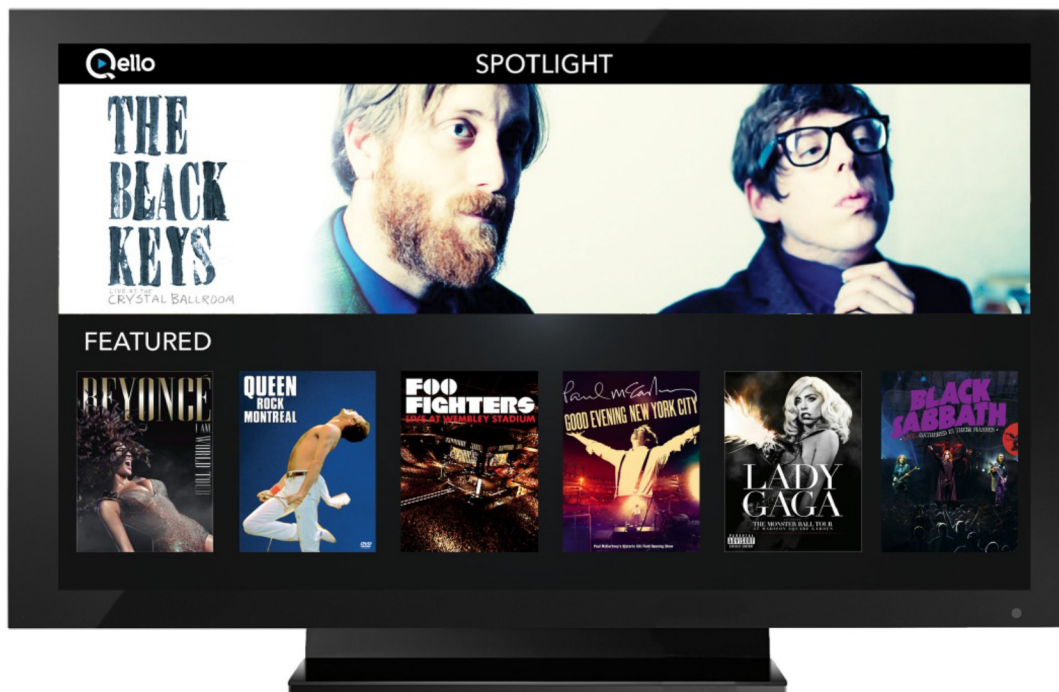
MARKETING

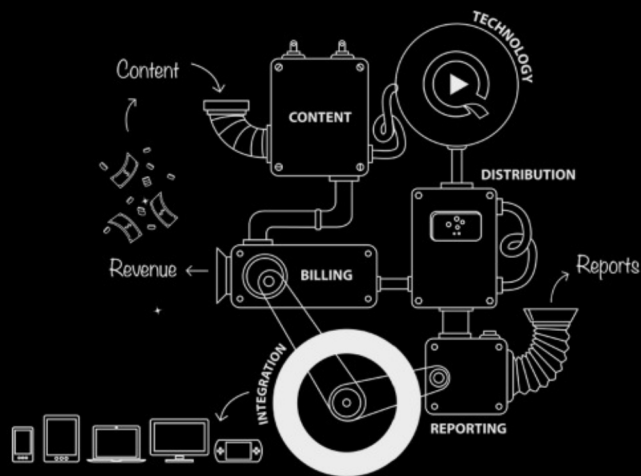
Email newsletters, social media, artist campaigns, and paid advertising to reach as many fans as possible.



ARTIST PROMOTION

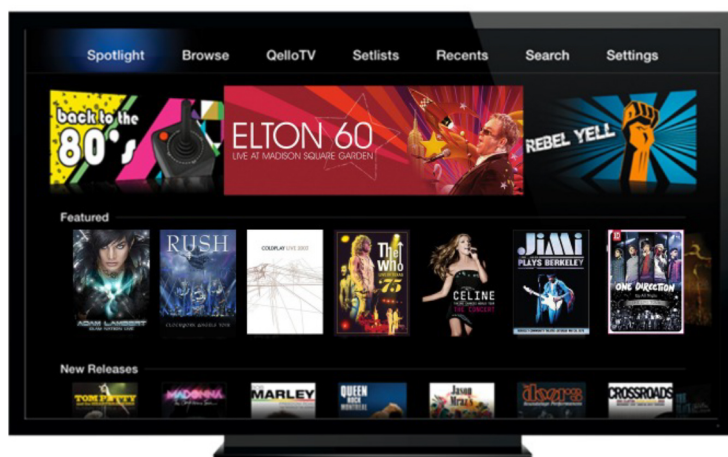
Co-marketing between Qello & artists to support new album releases, tours, and films.



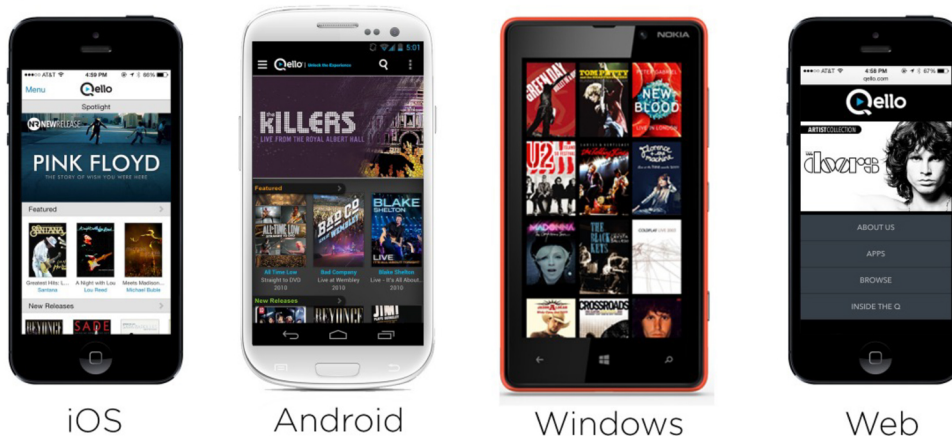


THE POWER OF DISTRIBUTION

CONNECTED TVS



MOBILE



GAMING



THE CATALOG

Worldwide licensing deals with all of the major record labels - Sony, Universal, Warner, EMI, among 50 other content partners.

SONY MUSIC



warner | music | group



UNIVERSAL MUSIC GROUP

Today's biggest artists.
History's greatest legends.
On every device.



Hundreds of millions of dollars in production value in a catalog of 2,000+ films.



DISTRIBUTION

Roku



PlayStation

Samsung **SMART TV**



chromecast



SONY BRAVIA

kindle fire

PARTNERS



Google

SAMSUNG



SONY

Microsoft

amazon

NOKIA



eagle rock entertainment ltd

UNIVERSAL MUSIC GROUP

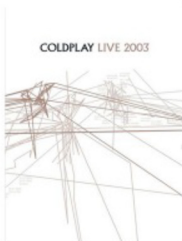
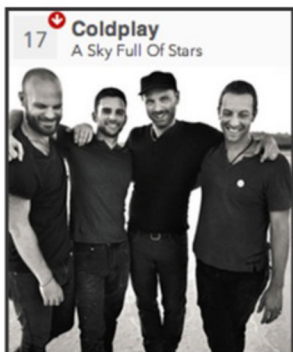
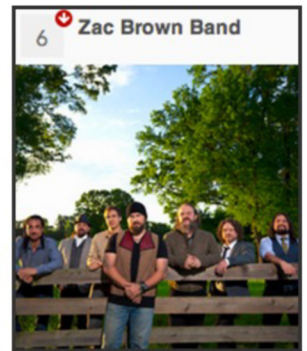
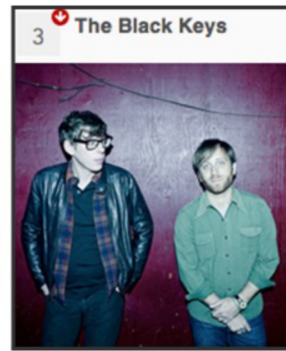
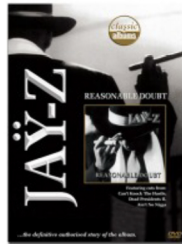
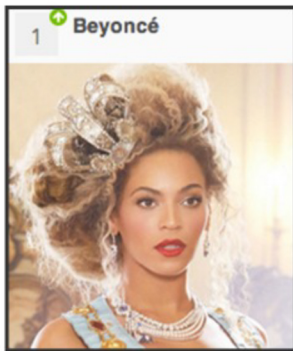


warner | music | group



SONY MUSIC

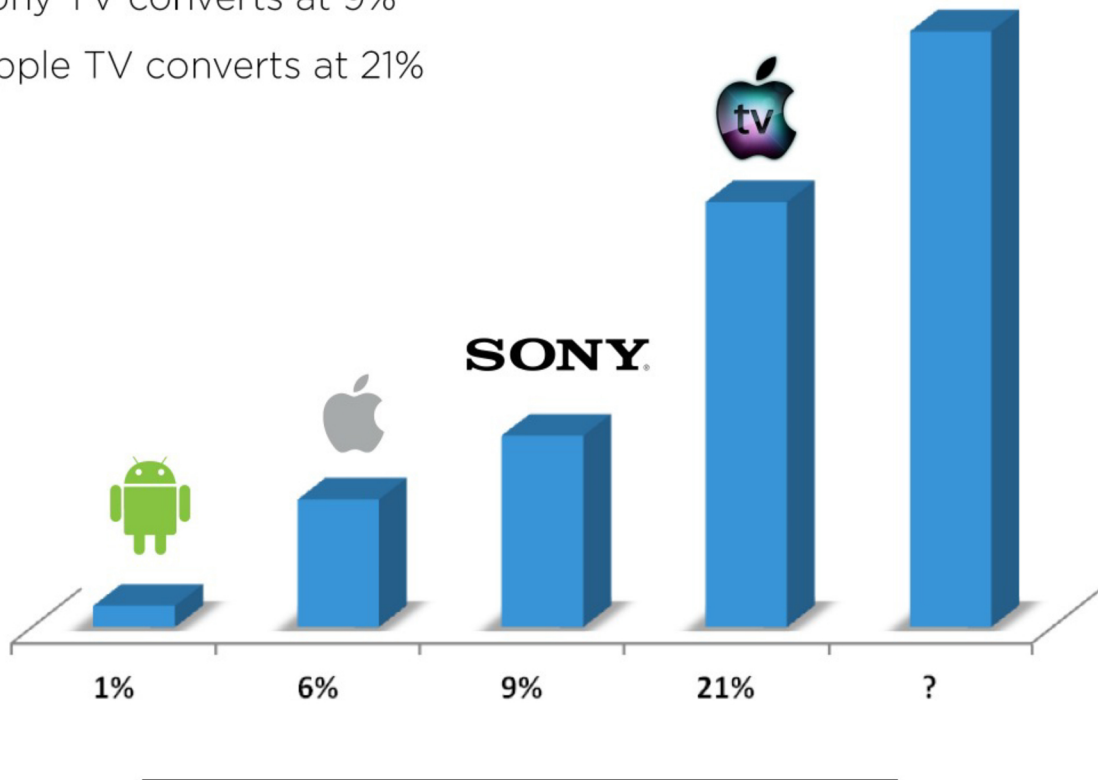
TRENDING CONTENT



UPSELL AT POINT OF PURCHASE

Qello's current conversion data for each platform:

- Android Mobile converts at 1%
- iPhone & iPad convert at 6%
- Sony TV converts at 9%
- Apple TV converts at 21%



We are proposing a 3 month test where Qello commits to a \$75,000 spend. With estimated impressions of 800,000 a month, we are committing to a roughly \$32/CPM on that inventory. We are hoping that commitment will get the test going and get us the results to work out payment plus a revenue share agreement going forward.