



## VUUZLE MEDIA CORP REVENUE MODELS OUTDO OTHER MODELS OF GIANT COMPETITORS

Dear Shareholders,

Please check the link below and see how Netflix is floundering and trying to survive.

As predicted by Vuuzle's tech team, Netflix has no choice and will begin to explore advertising in order to save its plummeting stock price and archaic blockbuster like Internet VOD model. Unfortunately, even if they move towards advertising, they can't ingest ad operations or programmatic as their middleware is set up for streaming VOD only. Moreover, their subscription-based model won't allow them to drive advertising in the same way as a real OTT platform will.

Gloomily, for Netflix, they are not set up to ingest or slice commercials while subscribers view their VOD content. Actually, the truth is that their top brass at Netflix are in a terrible sink or swim position. They simply have no choice but to change the revenue model as they are struggling to retain customers and grow.

Bottomline is, Netflix spent billions on advertising their subscription-based model, using AOL oath's DSP service while using digital ad exchanges like Spotex. They are in big trouble and need to get a return on their investment before all is lost.

Actually, they spent way too much money already to revert to changing the company and how it all works. Changing Netflix from a VOD system to a Linear System will never happen as their subscribers signed up for VIDEO ON DEMAND.

Factually speaking, changing their model to advertise over VOD would be smart but their subscribers will hate them as they will not like connecting to a different middleware for VOD that has advertising when they signed up for something different.

This is the very reason Vuuzle Media Corp has rolled out its advertising and customized DSP revenue model. Doing it the way we have has kept everything very quiet so we could build a profitable system that would be able to ingest our content while using the meta data for our DSP.

Furthermore, with Verizon as our ad tech partner, we can reach billions of people through advertising pummeling our competition. Today, we are building out the last pieces of our middleware application with D café that will us to do magic in OTT. Our subscribers will have linear TV, VOD, AVOD, Gaming, and Live Streaming with two separate OTT applications named Vuuzle Jr. and Vuuzle.TV.

Click link below to read rapid TV News about Netflix attempted strategic reset.  
<https://www.rapidtvnews.com/2019072656793/midia-netflix-needs-to-recalibrate-engagement-revenue-mix.html#axzz5umsK8p9x>

Best regards,  
Vuuzle Media Corp

