

SCHEDULE C

MARKETING GUARANTEE***

Licensee guarantees a promotional marketing campaign, which typically kicks off 4 to 6 weeks prior to the release date, as follows:

- 1) Wide email blast announcing Release Date with Official Trailer and Poster to various entertainment sites and blogs.
- 2) Pitch exclusive clips and stills to various entertainment sites and blogs.
- 3) Submission to outlets for reviews to various entertainment sites and blogs.
- 4) A push for Interviews, Podcasts, and Q&A's for filmmaker and key cast.
- 5) Paid Digital marketing and Social Media promotions.

***Clips: Clips are only pitched if provided by Licensor. (Optional)

***Reviews: After a wide blast to multiple outlets, we issue screener links to any outlet that requests one. Licensee cannot guarantee any site will review and / or if they do, what the timing of and / or outcome of any review will be.

***Interviews, Podcasts: Interviews, Podcasts and Q&A's, are often requested of the Director, Key Cast and occasionally the Producer, depending on outlet interest. Licensee cannot guarantee what, if any outlet, will request these or for whom.

***Social Media Marketing:

Licensee guarantees promotion on Company's Official Social Media pages, including paid, digital ads which may include Facebook, TikTok, Instagram, X, Google, YouTube and some Printed ads.

*****Licensee reserves the right to adjust the timing and frequency of its targeted marketing as well as create specialized marketing at its sole discretion.**

FREQUENTLY ASKED QUESTIONS:

WHY NOT PROMOTE MY CONTENT SOONER? - The reason is simple, there is just way too much content being released every week. In an effort to give your Content an opportunity to be discovered by the consumer, we heavily promote the week of release and the week after to help garner as much attention for your Content as possible. PR push often lasts 4 to 6 weeks while Social Media marketing and paid ads are ongoing.

DO YOU FOCUS ON ENTERTAINMENT SITES? – Generally, no and the reason we don't is because our focus is on having your Content found and streamed, rented or purchased by the consumer. Variety, The Wrap, Deadline, etc., only cater to the entertainment industry and mean little in helping your Content find an audience.

HOW OFTEN DO YOU PROMOTE MY CONTENT? – The first round of marketing begins from the moment we officially announce your release date, trailer and poster. The marketing consists of posting any press and or reviews and launching paid ads for each platform. As we place on new platforms, we do more posts and paid ads. We also review each quarterly report and focus on additional paid ads for any platform that is performing well. In addition, we do paid ads for holidays in which your Content might be right for.

HOW MANY PLATFORMS WILL MY CONTENT BE RELEASED ON? – It's hard to say for sure as there are platforms we can simply place on while many others require a pitch. Typically, it's anywhere from 7 to has high as 14 (*or more*) platforms. That said, it's also not about how many platforms your Content is on rather, which platforms are performing for you. One of the more important steps we take in our ongoing marketing efforts is to roll out the release of your Content over many months. For example, the initial release will consist typically of 2 to 4 platforms. We will post and launch paid ads for each one. Then we will strategically release your Content on multiple platforms over the course of many months. Each time we release your Content on a new platform we will post about it and launch a paid ad if the platform has an accessible link. This allows us to keep promoting your Content for many, many months, continuing to find as wide an audience (*and revenue streams*) as possible.

HOW WILL MY CONTENT PERFORM? - Honestly, we don't know. Some Content bursts out of the gate and is embraced by the consumer right away. Some take months to gain traction. Some Content gets a licensing deal while others don't. The ONLY rule is to keep the Content out there. Keep posting and promoting. Keep finding new sites to place it on. This is something we do for as long as your Content is with us. It's never too late to find an audience in the digital space. We like to think of digital distribution as a marathon, not a sprint and as your distribution partner, we're in it for the long haul. We only ask that you be patient and when and where you can, stay involved with your Content's promotional efforts.

SCHEDULE D

UNDERSTANDING THE RELEASE PROCESS

Below is a simple guideline to help you understand the release process from the time you sign on with us:

- 1) You properly deliver your Content and all required materials.
- 2) Your Content will then be submitted for a QC (*Quality Control*) review. **This is a 2-step process.** An internal QC before your Content goes into the pipeline and a platform QC after we deliver to them.
- 3) Barring your Content passes our in-house QC without any issues, it will get in line for poster and trailer review. All final marketing materials are discussed and agreed upon with you prior to locking.
- 4) Assuming we do not have to do a major overhaul on your creative materials, once agreed upon, we will begin to line up the digital platform release. Platforms typically require a 60-day lead in to the release date.
- 5) During this lead in time, we will begin to pitch your Content to Pay TV Networks and major SVOD/AVOD platforms for a potential exclusive. In the event we secure an exclusive, we would hold back a digital release pursuant to any hold-back terms. If we do not secure an exclusive, we will move forward with the digital launch date. We may still secure a non-exclusive license agreement, which simply means there will be no restrictions to the release.
- 6) Once the platforms are locked and the release date set, we will move forward with the PR and marketing as outlined in the Schedule C above.

PLATFORM INSIGHT

Below is a current list of our direct and indirect platform partnerships. Direct simply means we do not require a 3rd party, of any kind, to facilitate pitching or placing on our behalf. We have worked very hard to eliminate a “middle man” at every turn. Although we’re always expanding our direct platform relationships and will continue to pitch and place your Content when and where it makes sense over the time your Content is under our care, the success of your Content depends on many factors.

It’s not about how many platforms your Content is on, rather which platforms are working best for your Content. Some Content excels on only a few platforms, while others do best when their Content is on multiple platforms. Our focus is to maximize your Content’s chance at generating steady revenue.

Due to the ever-changing platform pay models, **we do not hold back on how many or the type of platforms we release on,** rather we release across a wide variety of platforms over many, many months. This will include a combination of SVOD (*Subscription based rev share, meaning your film generates revenue based on time watched or a flat licensing deal*), TVOD (*Transactional based rev share meaning someone pays a fee to rent or purchase your film digitally*), and AVOD (*Advertising based rev share meaning the consumer gets to watch the film for free but with ads and revenue is generated by the number of ads watched.*)

THE YOUTUBE AVOD CHANNEL EXPLOSION

AVOD (*ad based*) platforms such as Roku, Tubi TV, Pluto, Plex and others, have begun to outperform almost every other type of TVOD and Cable VOD platform. This includes YouTube AVOD Channels, which have been exploding in a way we have never seen. We work with many, 100% legit AVOD platforms who just happen to host their channel on YouTube. Platforms such as Kings of Horror, Watch Movies Now, Film is Now, V-Channel and even the official Terror Films YouTube channel, are all creating added revenue streams for indie content. Your Content is also protected with Content ID, overseen by our channel partners and is 100% safe and in good hands! We will go over this with you in more detail if you decide to join our growing, digital family.

PLATFORM PARTNERS

Our platform partnerships and access include but are not limited to:

- 1) Tubi TV
- 2) Vudu
- 3) Amazon
- 4) YouTube AVOD (Main channel)
- 5) Roku
- 6) PlayNow Media (Multi Channel Network)
- 7) UDU (Multiple Roku channels)
- 8) Watch Movies Now (Multi Channel Network, which includes, WatchDoku)
- 9) Film is Now (Multi Channel Network)
- 10) Kings of Horror (Includes Kings of Docs)
- 11) V-Channel (Multi Channel Network - International Partner)
- 12) TCL
- 13) ShowMe TV
- 14) Cineverse (Which includes Sceambox, Docurama, Con TV, Fandor, and Dove)
- 15) Pantaya (Spanish)
- 16) Dekkoo (LGBTQ)
- 17) Here TV (LGBTQ)
- 18) Black Mandala / I-ON(International)
- 19) Lifetime
- 20) Showtime
- 21) Starz
- 22) SundanceNow
- 23) Hulu
- 24) Netflix
- 25) Laemmle Theaters
- 26) Alamo Draft House Theaters
- 27) Outbuster (French)
- 28) HODTV (Italian)
- 29) Chillin
- 30) Freaks On (French)
- 31) Shudder
- 32) Guide Doc
- 33) Curiosity Stream
- 34) Soul Definition
- 35) Films for Action
- 36) Films for Change
- 37) PBS
- 38) Kanopy
- 39) Hoopla
- 40) PopcornFlix
- 41) Crackle
- 42) Apple TV
- 43) Google Play Movies
- 44) YouTube Movies (TVOD)
- 45) Cable VOD (Spectrum, COX, InDemand, etc.)

******We are constantly working to expand our platform partnerships.***

******Some platforms require a pitch for placement and not all content is accepted.***