



**THE FASTEST GROWING DIGITAL
SIGNAGE NETWORK IN TURKEY**



TIVINETWORK

NEEDS & OPPORTUNITY

What needs is TiviNetwork addressing ?

- tvi** Average consumer is exposed to 1000 ads on a daily basis.
- tvi** Need for new advertising mediums which will help stand out from the clutter.
- tvi** Young commuters are mobile - impossible to reach them through conventional mediums.
- tvi** Problem-solver: Digital signage screens located in vital places where people socialize - cafes, bars, restaurants.
- tvi** It takes minutes to advertise throughout the country with digital signage.
- tvi** Targeted advertising: Our SUBNETWORK SYSTEM helps advertisers reach whomever they want wherever they want.

IMPORTANCE OF TARGETED ADVERTISING



"Half the money I spend on advertising is wasted; the trouble is I don't know which half."

JOHN WANAMAKER
35th United States Postmaster General
(modern reklamcılığın babası)


COMPETITIVE ADVANTAGE – cont'd

What is TiviNetwork's competitive advantage – compared to others ?

Comparison with other conventional mediums

The same survey shows that digital signage proves to be an effective medium compared to traditional advertising methods

THE POWER OF DIGITAL SIGNAGE



	Digital Signage	Bilboard	Magazine	TV	Internet	Newspap.	Radio
Grabs my attention	65%	72%	63%	70%	47%	37%	40%
Unique	60%	42%	52%	48%	36%	22%	25%
Interesting	57%	42%	60%	62%	39%	29%	35%
Fun	55%	38%	47%	71%	39%	18%	49%
Informative	53%	44%	58%	57%	34%	63%	50%
Trustable	41%	33%	46%	40%	21%	47%	35%
Relevant	39%	30%	53%	50%	34%	48%	32%
Annoying	23%	26%	28%	51%	72%	22%	63%



COMPETITIVE ADVANTAGE – cont'd

What is TiviNetwork's competitive advantage – compared to others ?

Comparison with other digital signage networks

CAPTIVE AUDIENCE



ÖZYEĞİN UNIVERSITY



AYDIN UNIVERSITY



KOÇ UNIVERSITY



DOKUZ EYLÜL UNIVERSITY



MARMARA UNIVERSITY



SABANCI UNIVERSITY



EKONOMİ UNIVERSITY

www.tivinetwork.com



COMPETITIVE ADVANTAGE – cont'd

What is TiviNetwork's competitive advantage – compared to others ?

Comparison with other digital signage networks

I LOVE
tivi

SPLIT SCREEN



On **tivi** screens the funny videos and the advertisements are shown at the same time which creates more exposure and since the audience is continuously engaged, they never miss the ads.

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tivi

COMPETITIVE ADVANTAGE – cont'd

What is TiviNetwork's competitive advantage – compared to others ?

Comparison with other digital signage networks

SOME OF THE CONTENT ON **tivi** SCREENS ARE BELOW;



CUTE CHILDREN

The funny and innocent world of children. They are crying, laughing, jumping, dancing..



FUNNY ACCIDENTS

Accidents, races, drifts, the best and the worst cars,



CRAZY ANIMALS

The latest gossip from the world of animals. Funny animals acting crazy



22 GUYS AND A BALL

Funny goals, hattricks, highlights from games. 22 guys are following a ball. Let's find out why?

CONTENT IS KING



DOZENS OF CATEGORIES

THOUSANDS OF **VIDEOS**

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COMPETITIVE ADVANTAGE – cont'd

What is TiviNetwork's competitive advantage – compared to others ?

Comparison with other digital signage networks

The logo for Campusrazzi, featuring the word "campusrazzi" in a stylized, lowercase, blue font with a white outline and a slight shadow effect.The logo for SMS-Groups 1230 Türkiye, featuring the text "sms-groups" in blue, "1230" in orange, and "Türkiye" in a smaller blue font.

Introduced 2 Brand New Applications!

- 1) **Campusrazzi** is a website where students from all universities can send twitter-like messages to the digital signage screens in their campuses.
- 2) **SMS-Groups** is an SMS application which lets people send messages to our screens via SMS

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CUSTOMERS

Who are TiviNetwork's current customers ?



OUR ADDED VALUE

What key benefits does TiviNetwork provide to customers ?

-  TiviNetwork expands horizontally and provides a very wide geographic and demographic reach.
-  Launching an ad campaign throughout Turkey is easy! Being digital and connected all the time, it takes 10 minutes!
-  Providing IP-based casting enables companies to choose screens: flexibility in audience targeting and budgeting.



THE TEAM

Who are the key members of TiviNetwork ?



Ahmet Bahadır Özdemir

CEO & Founder of Tivinetwork

Experience in shipping industry, electronics and web technologies



Fuat Sami

Former project manager at Helix Management Consultants (Booz & Co.'s strategic partner in Turkey)

Founder of LabX Business Angels



Hasan Bülent Kahraman

Former Chief advisor to ministry of culture

Board member of Tivinetwork

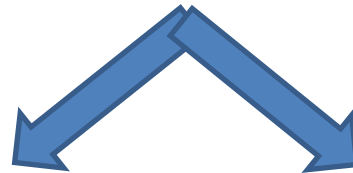


Board member of Tivinetwork

MAJOR MILESTONES

TURKISH MARKET

- Launching first subnetwork UniTivi – DONE
- Signing deals with big brands and agencies - DONE
 - R&D Development Team – DONE
 - Our own software – DONE
- Building more subnetworks (CafeTivi, NightTivi, MallTivi)
 - Saturation in Turkish Market




EXPANSION INTO MENA MARKET

EXPANSION INTO EUROPEAN MARKET

INVESTMENT MILESTONES

How will the funding be used ?




-  TiviNetwork seeks funding to launch global offices of its Digital Signage Advertising Agency.



12 Months



**Domination of
Turkish Market**

-  R&D development team
-  In-house software
-  318 screens located



6 Months



Entering One Country

-  Setting up infrastructure and team
-  R&D development
-  Advertising expenses









12 Months



**Expansion to 4
Countries**

CONCLUSION

-  TiviNetwork created the biggest screen network in Turkey.
-  318 screens in 19 cities and still growing rapidly
-  In-house casting software
-  Young and tech-oriented team
-  BOD members are professionals who have deep experience in various sectors from advertising to IT
-  We seek funding to power up our operations in Turkey and expand into other regions where we believe we can build a sustainable business.

