



"ONE WORLD * TELEVISION"

5 Star Film Co.Ltd Business Plan
for a Television Channel

"ONE WORLD * TELEVISION"

5 Star Film Co.Ltd.
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Description:

Film Production Company

Owner of...

"One World [Entertainment] Television"

Mission

Products and Services

Strategy

Strategic Relationships

Services

Background

Technology

Operations

Market Analysis

Target Markets

Customer Buying Criteria / International TV Networks

Distribution Strategy

Competitive Analysis

Possible Barriers to Entry

Marketing and Sales

Channels / Intensive knowledge of foreign Channels needs to be developed

Pricing Strategy / Determined by existing Market forces.

Executive Summary:

5 Star Film Co.Ltd is a Film Production Company that has remained at dormant status since its conception in 2009.

Yet these Years awaiting Capitalisation have been productively utilised to create a multitude of strong assets such as Intellectual Property,Business Models,Licensing Agreements,a Reality TV Model & a Franchise with Operation Manuals,in lieu of the Company arriving at its pre-scheduled & pre-prepared destination which is to launch its Brand & Conception,a new Television Station,namely "ONE WORLD TELEVISION" which conceived to inaugurate a fresh approach to Television content scheduling which is perpetually generative in sourcing and sponsoring new talent & new products from the creative Entertainment Industry Worldwide.

The Production Managements Project Management team shall be racing forward to Contract Venues,Entertainment Agencies,and Record Companies in order to gather their most famous and Internationally acclaimed Artistes Filmed Recordings with intention to generate Performing Arts content that can deliver a Popular Viewing Audience appeal.

"One World Television" is destined to be a solitary Channel within a field of others,that is solely dedicated to enriching the Performing Arts audience awareness by reason of selecting World Class Acts that are acclaimed for their virtuosity & Artistic accomplishment & excellence,rather than their conformity to fads & fashion that is marketed to appeal as rated with an assumed amassed popularity.

The Channel under the Control of its Skillful Executive Producers & Production Manager has plans to create its own Productions;the first called " World Class Acts" Live Audition *** which aspires to be an Internationally accessible Television Program that is dedicated to giving broadcast exposure to the Performing Arts, especially to Artistes whohavereached the pinnacle of Artistic accomplishment within their Career.The Show intends to Auditions Talent with a dignitythat is rarely portrayed by other Talent Shows,and is designed to allow the purity of the Artistic attainment to be raising the audiences standards of what they think is good,rather than capturing the energetic's of glamour and enthrallment

ripening of the fruit of attainment to the Master Class level.

The Commissioning of Entertainment Agencies & partnering with Record Companies, in order to build a content Archive of Filmed Concerts & Productions, from which to schedule economically sourced Broadcast Content to enable both a rapid expansion of the Stations Content Archives is a part of Our Stations Marketing Plan which has been uniquely conceived "The Media Mentor Marketing Model" More about this later.

5 Star Film Co.Ltd s a new Company and as such, we will need to rapidly expand Our Worldwide Connections. To that end, the company has already established a Celebrity Page on a Major Social Network with a friends list of more than 580 Guest contacts who are recognised Celebrities and signed Acts, We have connections within all sectors of the entertainment, film & broadcasting Industry, as well as a Contacts Page on a Website for prospectus Candidates who are seeking a Career with Us.

Generally We are working to fill a gap in the Entertainment Industry, by resorting to Broadcast only the Acts that emphasise a Master Class Standard enough to represent each Nation's most attained & virtuoso Cultural Artistic Attainments.

We have created a Unique Intellectual Property named "The Media Mentor Marketing Model" that is defined as a Multi-Cultural Product Contractual Alliance with the International Arm of the Entertainments Industry, ie Record Companies & Artistes Agencies, in order to secure Broadcasting Contracts from the Worlds Greatest Acts from all Nations, in order to provide a constant wealth of quality Talent, as well as to Promote & archive the Content that best represents the highest achievement of each Nation's Cultural Heritage. Just as the Olympic Games elects to represent each Nations endeavor to promote its Honour, Heritage & National Pride, We believe that the Performing Arts should also serve as National Ambassadors of Artistic excellence also.

We will offer enlightened Professionals and seasoned broadcasters the chance to express their creativity and assist them move up the career ladder by offering them roles that wouldn't have been offered by other companies who follow the current trends to follow the tastes of a mainstream conformity. We are about giving new, fresh talent a chance to express their skills and to give them a platform to showcase their work by establishing the first ever conceived of & implemented International Television Platform for Concert Venue

Managers, Record Companies, Labels, and Artists to record their Shows to a directory Archive from which the public can book online tickets to watch, and from which the best of the mix may be selected to be broadcast on Air. The Headquarters for the Channel shall be in London whilst the Production side of the Industry is to be established in Dublin.

Eventually a Production studio is to be established on board an Ocean Liner, which is to be fitted out as an entertainment Centre & Studio, this unique environment offers a spectacular opportunity to host a Celebrity Performance Venue, which combines various solutions under one roof, including Catering, Hotel & Board, Laundry, as well as a Public Studio Audience. The Station Ship is also able to be rented out to other Production Companies, and We believe shall be an asset to the Industry.

Legendary Concerts:

Is a TV Series that also has been two Years in the planning. This Series is dedicated to honour the Veterans of the Music Industry who rose to acclaimed Fame during the 1970s, in the wake of the Beatles. Artistes such as Bob Dylan, Joni Mitchell, Sarah Vaughan, Tony Bennett and many others who still occasionally Tour.

We believe that the Initial Project "Legendary Concert" can earn a fortune for syndicates Worldwide building progressively via extensive wide distribution rising to £33.000.000 + in our second and third years, respectively through the strategy of

The Progressed Plan has now been arrived at where the "Legendary Concerts" can now be eventually incorporated with "One World Entertainment TV" with the Forecaster effect of intensifying Forecasted sales potential.

Rather than copying other Channels scheduling of Soaps,or Sitcoms,we have a composite satisfaction however,not to compete with by repetition nor follow other Channels programming trends, because our strategy involves nurturing rare talent & outstanding Acts in order to bring them to the discerning Public as fresh resources for entertainment.

Whilst the trend is for other Channels to reload repeats and to schedule linear repeats of the same popular programs such as The Simpsons or Holly-oaks on different Channels on the same day,this is the exactly the type of strategy that We shall be avoiding.

The Program Coordinator shall in fact insure by Our policy that We are not broadcasting any content that others shall be in any one Month,in order to keep the Programming fresh and to keep the Viewers happy.

OUR BROADCASTING POLICY:

To provide support for the Performing Arts Industry is the centre of Our Focus.

We certainly are grateful to be given the opportunity to prove the worthiness to promote the Performing Arts,even as Sir Alan Yentob from the BBC has surely strived to do,only to have found himself restrained by the tastes of his Mentors,who preferred to listen to what Market Researchers told them concerning the profitability to the Shareholders of maintaining cutbacks here and cutbacks there,in order to keep the main courses of Soap

Operas Broadcasted in order to stand with Competitor Channels.

Limitations shall be Our cautionary bye word. For limits are going to be set and adhered to in order to enact Our policies and these shall include,mostly the exclusion of Horror, pornography, Violent and Crime dramas,and absolutely no Chaos heavy rock or chaotic music whatsoever!

Is it so very wrong to be known as a Channel that disregards the distasteful,the crude,the horror & Violence,to be minimalised in order to broadcast at the Weekends;entertainment that will appeal to many who are looking for an alternative yet Classic or contemporary Entertainment that willkeep the Family Harmonious,happy, inspired,or amazed?

"ONE WORLD ENTERTAINMENT TV" is about that!

The Selected Genres shall include World Class Acts from Circuses around the World such as the Cirque du Soleil, The Moscow Circus,The Beijing Circus,Cabaret & Theatre Acts from Broadway,Vegas,Edinburgh Festival,Films from Cannes & other Festivals.

Our third planned Production is called "The Film-maker Review" its format is an Interviewed Review Show that features Producers whose Films are reviewed by a University lecturer before a Student Audience. After the Show the film shall be broadcast. In this conception it is hoped to shed greater light on New Filmmakers in the hope that more sponsorship will be forthcoming from the Industry in order to enable the most talented Creative s the opportunity to produce New Works. The Content will be carefully screened to ensure that a profession standard is kept and that merit alone

The Broadcasting Schedule shall be only 4 days per week for the first year. This limitation shall ensure that enough time can be afforded to focus on producing the Stations Shows that will be scheduled to broadcast during the Weeks ahead.

The Company:

The Management:

The Company Managing Director founded the Company after leaving the Management of a review cabaret style night club, the Magic Show. He has organised other events whilst managing a troubadour Group, including the first small Music Festival ever to be hosted on land owned by the Princes Trust.

The following Year, Prince Charles the lands property Owner, gave the go ahead for the Famous Charity Festival in the Park. at Hyde Park London.

He then moved on to create an International Performing Arts Association, which host both a publicity/liaison site, and is destined one day to be established as an Artistes Country Retreat, designated to nurture and host broadcasting projects.

Another Director is an accomplished Musician, classically trained who has recorded & toured with several Famous well known Artistes in the U.K including Sinead O Conner, Gavin Friday, Billy Brag, several members of the Band Curved Air, and Nigel Kennedy.

Our " Behind the scenes" Director is better known in his past capacity as a Lawyer, a one time Queens Counsel Barrister in London, who had acquired first hand experience in setting up Corporation Companies, before settling his legal expertise down to ground as a humble Citizens Advice Lawyer. We are now joined by an Indian Producer, & Sales Director from the U.S, and the Ex sub Editor from Town & Country Magazine.

5 Star Film Co.Ltd. Is a Film Production Company, "presently on hold" and awaiting funding that will specialise in the production of "Legendary In-Concert Films", featuring Famous Acts from the 1970s, appearing exclusively in a "Come-Back" International Television Series, as well as other Projects, proceeding its Major Commitment that initially was conceived as a Brand Intellectual Property Business Model.

"ONE WORLD * TELEVISION. (April.2013)

5 STAR FILM CO.LTD have associations with "Musicalities.Ltd." to deploy their Marketing Strategies.

This Private Company is the brain-child of one of the Names in the Music Publishing Business, he Originally worked for Tambla Motown, who Published the Works of Acts such as Stevie Wonder, Diana Ross & The Supremes, & Michael Jackson & the Jackson Five, before Moving on to E.M.I then to eventually form his own Music Licensing Company, Musicalities.com. Known as the Marketing Guru behind Motown, he moved on to become an Ace to utilize Creditable skills and to clinch over 118 specialised Contracts within the Media and Film Industry, and is licensed & available to Contract these Products to broadcasting networks Worldwide.

One of Our aims is to Specialise in Producing Featured Guest Star, In-Concert Television programs,

for International distribution. bringing World Famous Artists to even the most Culturally defined

obscurest of Nations. The mainstay strategy will be to offer a Series of Television Concert Programs to broadcast throughout Europe & the World,Featuring Internationally acclaimed Acts who are popular enough to assure a Worldwide Television Network acceptance.

The Company Will focus its initial pre-launch Production enterprises at BBC hired Studios and shall manage all post production schedules.

A pre-launch TV Station should keep overheads as low as possible until firmly contracted to receiving constant advertising revenue. Initial and ongoing costs are expensive and will also include:

[As Required)

Professional Media training & legal Consultation	£5.600 *
• 4 more new computers (from £320 - £600 each).	£2.600
• 11 printer (from £60 depending on quality).	
• Computer software, e.g. for storyboarding,	
• production management.	
• 3 fax/telephone	
• Offices	
• Rent + Rates + Heating +	
• Maximum budget for: Office equipment & licenses.	
£4.000 mth *	

Miscellaneous

Total Office expenses / per annum. £18.000 per annum.

Salaries £520.000 per annum.

Management & Administration Team. (14)

Production Manager, Program Manager, Accounts Manager, Project Manager,

Publicity - Press Officer

Marketing Executive, Sales team, Marketing Assistant

Office Secretary.

Administration Team & Secretary

Operations Teams.

CONTRACTED TO THE BROADCAST MANAGEMENT FIRM
SAT-LINK IN SLOVENIA.

Senior + Engineers Broadcast Control Room Tech Team,

Broadcast & Brand / Assets Management. Disaster

control, Archiving, governance, reporting, Financial report & invoice deliveries.

Post Production Team.

CONTRACTED OUT TO THE Bristol Film Studios

Content loading editing, ingest, delivery to Slovenia.

Production Team. (5)

Our own Production Team will be recruited from Our Candidates list once the Channel has been launched.

The team will be small and involved with the recruitment of Contract freelancers and other Production Companies for most assignments.

Executive Producer, Producer, Broadcast Technician, Stage Manager, Assistant Stage Manager.

Pre-launch Salary Costs

Based on a Minimum Administration Staff

requirement of 6 Personnel only (One Month prior to launch)

£16.500. *

SKY Advertising.

£4.000

**Prior Total Start-up Costs:
(Excluding Salaries)**

£34.000

*

Launch Cost: Estimated

£1.500.000

Cash Balance at present

£34.000

Cash Balance estimate at Launch

Advertising Sales deposits commence three months in advance.

Estimated deposit sum is around £16.000.000 per each month,advanced booking deposits

Total Assets: Intellectual Property Rights

Net worth value. £2.000.000 x 8. (3 Unique Franchises:8 territories Est
value) £12.48.000.000)

Mission



Our mission is to become a Television Broadcasting Channel that becomes cherished by the Performing Arts Community,when embarked upon its historic mission of archiving the Worlds acclaimed theatrical accomplishment of Performing Arts,hitherto represented at a pinnacled Standard that is representative of EachNation's Cultural Heritage invested within the International Performing Arts establishment. Yet with that standard Invested at the level of dignity or exaltation,rather than a confinement to mediocrity,through the endeavor of compromise or convenience,for it is

Our Purpose is to provide a new broadcasting Platform that is ready & willing to engage fresh Acts as well as New Content & Products.

We endeavor to hold a torch especially for European Nations in order to sponsor the virtuosity attainment level of Talent, even as the Olympic Games fulfils this role for the International Sports Community, Our niche which we hope to hold in a quiet & dignified way, is to become a Performing Arts Cultural Ambassador namely " WORLD Television".

Products and Services

Will contract Television quality Music Concerts, Opera, Circus, Dance, Mime, Festivals, & Theatre Shows, Stand up Comedy, Magic Acts, Variety Shows.

Services are not only limited to Television but are also able to be eventually booked & purchased online from anywhere in any country via a mobile smart phone.

We will offer numerous new and emerging licensed Producers a showcase by offering them a waiting list that would be less likely have been offered by other companies. We are about giving new, fresh talent a chance to express their skills and to give them a platform to showcase their work.

5 Star Film Co.Ltd is an independent film company that will provide International Performing Artistes the opportunity to create innovative and groundbreaking projects that inspire and most importantly are accessible to the broad public.

With the advent of the Internet, we are able to work together as a team through the initial development and pre-production stages of our projects with broadcasters from all over the globe, so utilising their talents and creativity with Ours to make their products commercially successful, by providing an International Archive repository of book able online Concerts. The best shall be selected to appear on our "World Class Acts" Début Audition Program, or be featured elsewhere when a schedule slot appears.

5 Star Film Co.Ltd will establish a strong talent base of Performing Artistes & Introduce them to the possibility of establishing themselves in the film world. We also contacts with advisers who have been working in the industry for many years in the U.K.

Strategy

We aim to rapidly develop alliances with new and emerging broadcasters to enable us to gain credibility as the only TV Program that contracts the Entertainment Industry as well as Artistes & Venue Managers to maintain a permanent archive resource for continual

commercial availability. Our market strategy will be to advertise and capitalise on the products and services that our competitors do not have.

Strategic Relationships

The company plans to form strategic alliances with clients who require an high publicity profile from which to greatly increase their financial success & public exposure, 5 Star Film Co.Ltd. will also develop strategic alliances with film production companies, & Network Owners and enable the Unique Marketing Module of ONE WORLD TV to be able to be licensed as a Franchise overseas.

5 Star Film Co.Ltd, will recruit the best Production & marketing Team that is available our aim to achieve a high Standard as possible as an Entertainments Program, & to maintain a schedule of Profiled Performing Arts Programs that represent the best that each Nation has to offer, without compromise to any prevailing fads or current trends that are perceived by Industry, for the portal that Television provides is unique and to offer variety and choice is to allow the public to decide what they enjoy. We will conduct our business in a professional manner from our methods and character to our standards and ethics.

The core of the business is the Administration Team. All other operations are scheduled under Professional Management Contracts. We have created two Customer portals for Advertisers & Agencies to browse through our Program schedule, and to read the writes ups from the actual Program catalogues. Another portal allows Program dates to be reserved in advance prior to a booking or negotiated proposal. We have a video scheduling system with an appointment calendar for clientele bookings.

PLAY-OUT: SATELLITE UP-LINK, MASTER CONTROL STUDIO.

We have the 1st Year comprehensibly Professionally Organised & Managed by the SAT-LINK Broadcast & Satellite Management Firm who will completely operate most of the Channels operations including yet not limited to; Brand & Content Asset Management, Archiving, Play-out & Satellite Up-Link, transponder link from Slovenia to the SKY Network at Eutelsat 28.2 E over Europe. They will also oversee a percentage of our overall Governance & Content compliance due diligence, on our behalf to ensure that we compliant with the Irish Broadcasting Authority Licensing regulations at all times. Other Services include Presenter Voice over, editing, Content checking, disaster recovery, data-base management invoice & Financial Reporting. Post Production Post Production operations which includes Content & Advertising ingest, loading, Our own Advertising, Branding digital content animation and deliverables are Managed by the Bristol Film Studios under a one Year Contract schedule.

Risks

The Primary cause for failure has already been asserted, and this has already devastated our hopes of gaining entry onto the Sky Broadcasting Network. When we began research & development over three years ago, the costs of launching the program were affordable, but now things have changed. We have noticed an abuse of which Ofcom have not yet addressed, which has forced up the cost of launching astronomically. The Consortium of linear Channel builders have been buying up Channel positions and increasingly relocating their clone onto other Networks such as Freeview & Virgin, leaving behind redundant non-broadcasting Channels such as Dave Ja Vu, Gold, Argos and dozens of others that broadcast either not at all or for a very limited time. What is happening here is that the more redundant Channels go on, the more Space Sky has to purchase from the Satellite Providers, then the cost is multiplied 6 times to create the profit. The issue is that the Channels' places are being rented as cheap advertising spaces for Brands at only £1000 per week, which is a bargain for a 24/7 Advertising space on the network. This problem of Network space has not only compromised the Networks' pledge to Ofcom to provide an opportune service for New Channels, but has driven up the cost of doing so up to a peak of around £7,000,000. However, limited space such as what we would require is still available for around £1,500,000, which is why our survival is now entirely dependent upon bringing on board Investors.

Our Administration Office will primarily be engaged in Content Purchase, and Accounts. Other engagements shall include Website development, Content research, sourcing & procurement in-house Productions, Freelance & Production Company Contracting, Production development, Filming editing, animation work. The core activity shall simply be Content purchase, Scheduling, delivering Advertising & Content to the Post Production Studios, Monitoring the deliverance's of Play-out Schedules from Post Production to Slovenia.

Our Core team of up to 14 Staff have these operations experienced and mastered, and we feel no need to increase the size of the Administration to more than 24 during the first Year, and find it preferable to continue to engage other businesses to fulfil freelance Production assignments, and this shall also include engaging Interim Management Teams, especially within the Marketing sector.

The last risk factor to be considered relates to the liability that could occur if the Launch was a flop for instance. If this disaster ensued and less than 10,000 viewers tuned-in more than 90% of the time within the first week, then that would surely spell disaster for resources would be depleted.

However, this is the least to be concerned about. A New Channel receives the mandatory Advertising Promotion weeks before its launch, and we have all monitored the Anticipatory effect upon curiosity that a new Enterprise inspires. We shall select Programs from the BBC's Archives that have proven themselves to have never flopped, and that what the BBC

Prides themselves with in regards to their highly exalted repository. The New Channel going out on the Sky Network is likely to attract between 2.2 Million and up to 4.6 Million Viewers for its first Weeks Launch.

Therefore We feel that we can overcome these risk factors with our associations within the industry to enable our entry into Broadcasting on the merit that we have conscientiously determined to limit our broadcasting schedule by not hiring programs that are being broadcast by competitors, in the spirit of respect and fair-play. Our Contacts both within the Television broadcasting Industry and within Fame & Fortunes Celebrity Status enables the prompt responses necessary to officially gain contracts throughout the contracted entertainment Organisations.

Our Initial call for Interested Candidates to join the Company & to be a part of this Program was posted in March 2013, this was so successful that within 10 days We had found the entire qualified Broadcasting Operations Team, plus 4 other Candidates, that's nearly three quarters of the staff requirement.

All were willing to leave their impermanent employment to come and join Us. The response from Freelancers has also been tremendous, and Producers profiled on the Stage 32 Website have expressed a warm and enthusiastic encouragement for what the principles that We are standing for.

Qualifications and skills

There are mandatory qualifications required to run a film production business, in practice acceptance film production companies require practical as well as qualified skills in order to be contracted in any of the required positions, such as Producer, Director, Technician, Researcher, Camera Person, Sound Recordist etc, and then a Marketing team, and a thorough understanding of equipment and editing techniques, They also need customer service skills and general business acumen.

We have a resource base from which to recruit from the already over staffed Film & Broadcasting Industry.

The Technical & Broadcasting Engineering Team of six Professionals including a Senior Engineer, work for the Pakistan Broadcasting Corporation and one rival Channel, all of them contacted 5 Star Film Co. Ltd about engaging with this Channel, and all are more than qualified.

Two of the Team shall be becoming Directors in the Company thus giving credential to the Company by enabling the incorporation of specialist knowledge & prudence into the Management structure.

Once having successfully completed the first Years broadcasting Schedule,we plan to have Our own MBC Studio Producers and broadcast engineers in place
There shall be three core Teams in order of importance.

The Management Team The Operation Team, The Management Team & The Production Team.

The entire staff of 24 - 28 shall be sufficient to organise and operate all schedules for Year 2,then the Company shall expand to recruit its Production Team & employ its own Camera Operators and thus relinquish its dependency on the BBC and freelance operators to fulfil Production schedules.

It is understood that to start out by hiring the BBC Studio facilities can only be a positive embarking for the Station,as the institution remains the Worlds largest resource for Content rental.

INFO:

Organisers of relevant courses include:

<!--[if !supportLists]-->• <!--[endif]-->The Institute of Videographers (IOV) provides VideoSkills training, covering the key knowledge required by professional videographers. The syllabus includes sections on cameracraft, lighting, audio, post-production and business and legal issues. The IOV also hosts VideoSkills training seminars and events and publishes a VideoSkills book, which costs £9.95 for IOV members or £49.95 for non-members. For information go to www.videoskills.net.

<!--[if !supportLists]-->• <!--[endif]-->The BBC Academy provides a range of free online short courses including the Introduction to Video Production, Post Production and Pre-production. An Introduction to Video Production is a 15-minute course covering the advantages and disadvantages of using digital video. The Academy also offers a range of face-to-face courses. Go to www.bbctraining.com/searchResults.asp?searchString=video for more information.

<!--[if !supportLists]-->• <!--[endif]-->The London Academy of Media, Film and TV provides day, evening and weekend courses covering subjects including camera operation, lighting, and popular editing packages such as Avid and Final

Cut Pro

The full-day HDV Camera course costs £295. For details go to www.media-courses.com.

<!--[if !supportLists]-->• <!--[endif]-->The British Film Institute (BFI) maintains a national list of media and multimedia courses, including those covering video production and post-production. To search for suitable courses by institution or town go to www.bfi.org.uk/education/talkscourses/mediacourses.

Anyone starting up will also benefit from training in general business and enterprise skills. Relevant courses include:

<!--[if !supportLists]-->• <!--[endif]-->The Institute of Leadership and Management (ILM) provides a Level 3 Certificate in Starting Your Enterprise, which covers finance, market research, legislation and regulations, and preparing a business plan. The course is delivered at centres around the UK. For details of centres and course fees go to www.i-l-m.com/learn-with-ilm/1062.aspx.

<!--[if !supportLists]-->• <!--[endif]-->HM Revenue & Customs (HMRC) provides free business workshops on topics including 'Becoming self-employed' and 'Setting up a Limited Company'. Go to www.hmrc.gov.uk/bst/advice-team-events/work1.htm for details.

<!--[if !supportLists]-->• <!--[endif]-->Learndirect Business provides online self-study courses in sales and marketing, costing from £24.99 to £69.99. Go to www.learndirect-business.com/sales-and-marketing for details.

Industry knowledge and professional development

You can keep up to date with developments and trends in their industry by attending events and reading trade journals and industry resources. Sources of useful information include:

<!--[if !supportLists]-->• <!--[endif]-->'Focus' magazine, published by the IOV, which provides business start up advice, industry news and technical guidance. Go to www.iov.co.uk/showarticle.pl?id=152;n=357 for information.

<!--[if !supportLists]-->• <!--[endif]-->Magazines such as 'Videomaker' (www.videomaker.com) and 'Digital Video' (www.dv.com) provide news, equipment reviews and industry updates.

<!--[if !supportLists]-->• <!--[endif]-->Forums such as Digital Director (www.videoforums.co.uk), where videographers can discuss a range of issues, such as software and hardware problems and tips on wedding and event videography.

<!--[if !supportLists]-->• <!--[endif]-->Events and exhibitions such as Broadcast Video Expo (www.broadcastvideoexpo.co.uk) and ProVideo 2010 (www.iov.co.uk/showarticle.pl?id=2531;n=240). These trade events provide an opportunity to network with other industry professionals and meet suppliers of equipment and accessories.

Trading issues (For Due Diligence)

Some of the main trading issues faced by videographers include:

Copyright protection

Under the terms of the Copyright, Designs and Patents Act 1988, video footage shot by a videographer is automatically protected by copyright. The copyright of a video is automatically held by the videographer, unless they have agreed to sign over the copyright to another party.

Copy protection systems encrypt data on DVDs to prevent casual copying, although no system is 100% effective against skilled pirates. Patronus is available via the IOV and the price depends upon the number of 'events' or productions and the number of DVD 'burns' or copies. For example, a pack allowing up to 333 burns costs £411.25, or £340.75 for IOV members. For details go to www.iov.co.uk/showarticle.pl?id=46809.

Music licences

PRS Music In England. {Their Music Blanket License covers two organisations previously assigned}

For corporate videos, different licensing or clearance will be required depending on the type of music used.

For example, when using commercial music, the rights to use the composition need to be cleared with the publisher and the rights to use the recording must be cleared with the record company. For more information on music licensing for corporate videos go to www.prsformusic.com/users/musicforproducts/mpav/corporate_use/Pages/corporate.aspx.

Our Agent Musicalities.com are experts who manage Music Copyright Clearances for Hollywood & the International Film Industry, they are Our Agents and shall handle all our future unassigned International Music copyright clearances.

Digital cameras are the future of film broadcasting as well as the future of consumer camcorders.

The FCC has mandated that all television stations must transmit a digital signal to the homes of its viewers by 201*.

Digital television (DTV) refers to the sending and receiving of moving images and sound by means of discrete (digital) signals, in contrast to the analog signals used by analog TV. Introduced in the late 1990s,

this technology appealed to the television broadcasting business and consumer electronics industries as offering new financial opportunities.

Digital television is more flexible and efficient than analog television. When properly used by broadcasters, digital television allows higher-quality images and sound and more programming choices than analog does. However, although DTV allows for superior technical quality, a digital signal does not necessarily carry a higher-quality image or sound than an analog signal.

In current practice, high-definition television (HDTV), which is usually used over DTV, uses one of two formats:

1280 × 720 pixels in progressive scan mode (abbreviated 720p) or 1920 × 1080 pixels in interlace mode (1080i).

Each of these utilises a 16:9 aspect ratio. (Some televisions are capable of receiving an HD resolution of 1920 × 1080

at a 60 Hz progressive scan frame rate — known as 1080p60 — but this format is not standard and no broadcaster is able to transmit these signals over the air at acceptable quality yet.)

Standard definition TV, by comparison, may use one of several different formats taking the form of various aspect ratios,

depending on the technology used in the country of broadcast. For 4:3 aspect-ratio broadcasts, the 640 × 480 format is

used in NTSC countries, while 720 × 576 (rescaled to 768 × 576) is used in PAL countries.

For 16:9 broadcasts,

the 704 × 480 (rescaled to 848 × 480) format is used in NTSC countries, while 720 × 576 (rescaled to 1024 × 576) is

used in PAL countries. However, broadcasters may choose to reduce these resolutions to save bandwidth (e.g.,

many DVB-T channels in the United Kingdom use a horizontal resolution of 544 or 704 pixels per line).

The perceived quality of such programming is surprisingly acceptable because of interlacing—

the effective vertical resolution is halved to 288 lines.

Each DTV channel is permitted to be broadcast at a data rate up to 19 megabits per

second, or 2.375 megabytes

per second. However, the broadcaster does not need to use this entire bandwidth for just one broadcast channel.

Instead the broadcast can be subdivided across several video sub-channels of varying quality and compression rates, including non-video datacasting services that allow one-way high-bandwidth streaming of data to computers.

A broadcaster may opt to use a standard-definition digital signal instead of an HDTV signal, because current convention

allows the bandwidth of a DTV channel (or "multiplex") to be subdivided into multiple sub channels providing multiple feeds

of entirely different programming on the same channel. This ability to provide either a single HDTV feed or multiple

lower-resolution feeds is often referred to as distributing one's "bit budget" or multicasting This can sometimes be

arranged automatically, using a statistical multiplexer (or "stat-mux"). With some implementations, image resolution

may be less directly limited by bandwidth; for example in DVB-T, broadcasters can choose from several different

modulation schemes, giving them the option to reduce the transmission bitrate and make reception easier for more distant or mobile viewers.

Television Service Technology

In keeping up with the trends in the industry, we plan to purchase the latest digital equipment on the market.

We are currently researching international suppliers of Broadcasting equipment, and shall purchase what ever Broadcasting Equipment Our Engineers advise, which at present is Ericsson: The actual purchase and installation shall only take place after consent to join the SKY Network has been approved, and the license has been obtained.

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Operations

The operation begins with an official application in order to seek approval, and hopefully secure a place in the Television Network providers Channel list & gaining acknowledgement.

Then a Broadcasting License has been applied for to the Irish Broadcasting Authority. After license approval we shall be assumably ready to launch the Channel within One Month of opening Our Administration Offices in London, the proposed schedule was originally June 22nd 2014.

Prior to this date, we have already fulfilled an extensive marketing research agenda in order to assimilate the pricing strategies of other Stations as well as Advertising Agencies. We realised that our peak hour viewing schedule placed us in an advantageous position to be able to allow discounts that would be very appealing to advertisers who wanted to launch a lengthy campaign at a reasonable price. This certainly suits our objective to be able to sell up to 12 weeks advertising in advance in order to be in a position to repay an investor far in advance of our hopeful launch date.

At this juncture we have already obtained the BBCS Autumn Catalogue & have completed scheduling the first 6 Weeks of Programming.

An Advertising Sales strategy is now firmly in place and a Business Portal on-line has been established for Spot & Campaign reservations.

We shall have to develop relations with foreign sales agents & distributors and ensure that the foreign sales agent makes appropriate deals, delivers the programme to its sub distributors, collects the money and remits our share to us. The most up to date automated Management Technology shall be deployed to manage nearly all aspects of the Business. The "Cloud-on Air" product, contracts have already been negotiated with the Sintec Media Company.

There are also accounting functions during distribution. If we make a worldwide deals, a worldwide distributor will typically assume the tasks of paying guild residuals and profit participation's by contractual arrangement. More likely, however, we will have the accounting job, and will have to account to and pay for residuals and profits.

Additionally, after we deliver the program, we still must monitor the statements from the

distributors, and manage the remaining assets that are not being managed by the distributor. An often overlooked asset is music publishing.

If we own the music in the program, and there is a soundtrack album, or the programme is exploited in other mediums, we can receive additional revenues as the owner of the music.

Film Genres

Film genres include a broad range of programming types that entertain, inform, and educate viewers. We will mostly support the BBC and draw out their Archived Content that is seldom shown.

The entertainment genres we will produce shall be Record & Live Music Concerts pertaining to the following genres.

World Music, Ethnic, Jazz, Classical, Rock, Folk, Celtic, Calypso, Reggae, Avant Garde, Experimental, Ambient, Opera, Dance, Theatre Productions & Musical, Mime, Acappella, Gospel, Choral, Evening Song, Medieval, Asian Classical, Tribal, Kurdish, Japanese, Chinese Oriental Classics, Balkan, Russian Folk, Latin American, Salsa, High-Life, African, French, Italian, Spanish Traditional Music, Breton and the very best we can find from anywhere.

Internet TV

Internet TV is a quick-to-market and relatively low investment service. Internet TV rides on existing infrastructure including broadband, ADSL, Wi-Fi, cable and satellite which makes it a valuable tool for a wide variety of service providers and content owners looking for new revenue streams.

The intricacies of the "ONE WORLD TELEVISION Business Model, include innovative exploitation of the integration of Internet TV Concert Broadcasts forming the basis of an International Directory Archive resource from which the Television Program acts as the regulator of high profile exposure for the Nations best Considered Acts. The very best resource Content derived from the Internet source shall be reviewed for its scheduling potential.

Market Analysis / Feasibility Study

An independent production company's biggest customer is likely to be local or national television companies. Many large television companies are legally obliged to obtain a proportion of programs from independent companies.

Some of the channels have close relationships with the film industry, and depend on independent production companies for their programming. Satellite channels and digital TV also represent market opportunities, but many of these channels will feature imports and

repeats.

Where "One World Television" The Program differs is within the extraordinary feature that this business model is a unique Copy-write Intellectual Property, a never before deployed business blueprint that creates its Own product resources by engaging the Worlds Entertainment Agencies & Record Companies by way of Broadcast licensing Contracts.

Therefore a new almost unlimited and perceptually expanding source is commissioned that enables an independence from other TV Companies Product resources, and thus enables the advantageous rental revenue incoming factor to empower annual earnings. The first Annual Income, Broadcasting 4 days per week forecast is estimated upon a comprehensive Advertising Sales structure, which takes into consideration a combination of different rates, including bulk sales, fixed rates, Pro-Rata as well as premium rates.

There are numerous factors that will influence the forecast amount, therefore minimum & max forecast will from £318.000.000 -up to £1.100.000.000 per annum.

Content Costs will be around **£49.000.000** The film and television industries are fiercely competitive. One World * TV Shall limit its broadcasting schedule to only Prime rating Hours at the Weekends for up to One Year, in order to develop its own Production content.

Besides possessing talent and determination, the Management Team must have an excellent knowledge of the market and be adept at making good contacts within the industry. To enhance our acceptability onto the Network, we have adopted the policy of

limiting our broadcasting structure in a way that will be less infringing upon competitor programs, such as:

1. Not running repeats that are presently running on another station, for example, Top Gear, Soaps, Flog it, etc.
2. Only hiring classic programs from a distant era that others have forgotten about, in order to test their merit with
3. Limiting Broadcasting Options by mostly broadcasting shows that are filmed before a live Audience, thus creating a rarity of content feature.

One WORLD * TV will initially focus building international audience ratings and

recognition before opening up Franchise licensing terms to enable the Program to be sublet on other Continents & subcontinents to other Companies in different languages

. Our final goal is to Franchise our Brand I.P to over 4 International Networks in order to penetrate the Worlds Entertainment market economy,as well as to saturate the Archives with a rich array of World Class entertainment Films that merit International recognition.

Television continues to dominate the media usage habits, topping the Internet, magazines, newspapers, and radio on a number of important measures, according to new results of a Knowledge Networks survey commissioned by TVB.

By every measure, television reaches more consumers every day than newspapers, magazines, radio, the internet and mobile media, and more time is spent with television. Television also delivers impactful advertising and also connects with consumers through strong news performance.

Among the key findings of the 2010 study:

<!--[if !supportLists]-->• <!--[endif]-->People spend significantly more time with television than with any other medium, and television maintains the highest reach.

<!--[if !supportLists]-->• <!--[endif]-->Television reaches nearly 90% of Adults 18+ every day, and over 80% of every age, income and education break included in the study.

<!--[if !supportLists]-->• <!--[endif]-->In addition to high daily reach, more time is spent with television each day than any other

medium – over 5 hours for Adults 18+ and high levels across all age, income and education breaks.

Consumers credit television advertising with higher impact scores.

When asked to cite the one type of advertising that is the most exciting, influential, persuasive, authoritative and engaging, television advertising receives the highest scores, with significant margins over all other media.

<!--[if !supportLists]-->• <!--[endif]-->Television advertising is also cited as the dominant source of new product information, compared to advertising on competitive media.

<!--[if !supportLists]-->• <!--[endif]-->Broadcast television is noted as the key source for news.

<!--[if !supportLists]-->• <!--[endif]-->Broadcast television is cited by more adults as their primary source for local weather, traffic and sports news and their source for breaking news.

Asked which medium is the most involved in the local community, broadcast television was also the #1 choice.

Local broadcast television station websites also connect with high percentages of consumers.

High percentages of adults visit local broadcast television station websites; over 40% of Adults 25-54 and Adults 18-49 say they have done so in the past 30 days.

Local broadcast television station websites are seen as the top choice for information on local news and events, topping local newspaper and radio station sites, as well as other local sites.

The “go to” source for multi-media comparisons since the 1970s, the Media Comparisons Study has been frequently adjusted to more accurately reflect the changing media usage patterns of American consumers.

In 2000, TVB initiated a series of questions on how Americans choose to get their news and information. In 2008, the association added questions on local broadcast television station websites, and the kinds of websites respondents turn to for local news and information. Now in 2010, TVB added mobile to the competitive media set, teens to the demographics, and engagement to the measures of advertising effectiveness.

The not-for-profit Television Bureau of Advertising is the trade association of local television broadcasters.

Its members include television broadcast groups, advertising sales rep firms, and more than 500 individual stations.

Broadcasting Act 1990

Makes provisions concerning the licensing of television and radio services

The Act, which covers the entire UK, deals with:

- <!--[if !supportLists]-->• <!--[endif]-->Licensing of independent television services.
- <!--[if !supportLists]-->• <!--[endif]-->Licensing of independent radio services.
- <!--[if !supportLists]-->• <!--[endif]-->Prohibitions on the inclusion of obscene and other material in programme services.
- <!--[if !supportLists]-->• <!--[endif]-->Provisions relating to wireless telegraphy.
- <!--[if !supportLists]-->• <!--[endif]-->Use of copyright materials in broadcasts.

Related legislation

The Act amends the Local Government Act 1958.

The Act has been amended by the:

- s<!--[if !supportLists]-->• <!--[endif]-->Broadcasting Act 1996.
- <!--[if !supportLists]-->• <!--[endif]-->Satellite Television Service Regulations 1997.
- <!--[if !supportLists]-->• <!--[endif]-->Enterprise Act 2002.
- <!--[if !supportLists]-->• <!--[endif]-->Communications Act 2003.
- <!--[if !supportLists]-->• <!--[endif]-->Gaelic Language (Scotland) Act 2005 (Consequential Modifications) Order 2006.

<!--[if !supportLists]-->• <!--[endif]-->Wireless Telegraphy Act 2006.
<!--[if !supportLists]-->• <!--[endif]-->Wireless Telegraphy (License Charges) (Amendment) Regulations 2007.

See also the Copyright, Designs and Patents Act 1988.

Further information

Statutes (1988 onwards) and Statutory Instruments (1987 onwards) can be accessed free of charge on the Internet from the website of the Office of Public Sector Information (OPSI) at www.opsi.gov.uk/legislation. Details of legislation (including laws and regulations earlier than 1988) can also be purchased from The Stationery Office (TSO) on 0870 242 2345 or at www.tsoshop.co.uk. Local libraries may also hold details of legislation.

'Broadcasting Act 1990'

1990 c.42

Office of Public Sector Information

Website: www.opsi.gov.uk/acts/acts1990/Ukpga_19900042_en_1.htm

Ofcom Contact Centre

Riverside House

2a Southwark Bridge Road

London

SE1 9HA

Tel: (020) 7981 3000 (switchboard)

Website: www.ofcom.org.uk

Intellectual Property Office

Concept House

Cardiff Road

Newport

NP10 8QQ

Tel: 0845 950 0505 (central enquiry line)

Website: www.ipo.gov.uk

Target Markets

Our customer is defined as any individual or organisation that has need for one of the services we provide.

Our target customers are as follows.

1. Television stations
2. Film production companies
3. Movie directors and producers
4. Film-makers, Record Companies, Entertainment Agencies, Venue Managers, Artistes.

Distribution Strategy

We plan to market our services through diverse channels including the radio, print advertising, and television.

These channels are most appropriate initially because we are seeking to gain recognition in the industry.

Another element of distribution is our plan to work with established film production companies.

This will provide access to their distribution channels and reduce our marketing costs.

Competitive Analysis

The major companies that compete in the market are:

1. ITV all Channels
2. Channel 4 More 4 Movies
3. Channel 5
4. 5 Star 5 Star USA
5. Five
6. All Movie Channels
7. Dave, Yesterday, Discovery Channel, Gold Top 14 Channels

All of our competitors specialise in diversified film & Program Presentations. We are a company that specialises in the Performing Arts arena of entertainment and we believe that there will be no down period for us.

We are not seasonal based, our services are offered only at peak viewing hours at Weekends throughout the year.

Marketing and Sales

We plan to initially market our products and services as an alternative solution for film-makers television networks and larger television companies.

These markets were selected because of their size, trends in technology, and our experience with film production, our industry contacts, and an overall belief that they are most appropriate to initially target. We will explain Advertising Sales on the last page due to its phenomenal Market value & crucial importance*

5 Star Film Co.Ltd have also developed I.P licensing Assets that enable Networks to gain advertising income advantages over Competitors,the profiled "Media Mentor Marketing Model" does exactly this,and enables the licensee to sub-license the system to Other Network Operators earning theLicensor's an extra 10% revenue income from the licensees increased profits.

Gaining a distributor is important, as without one it is virtually impossible to get a film shown elsewhere than on ones own turf. There are a number of festivals in the U.K. and abroad where filmmakers show their work, which are attended by representatives from major distribution companies

The Cannes Festival tends to be considered the Worlds Premier meet & showcase arena for budding executive connecting engagements within the Industry. We acknowledge that the Industry Trade Shows & conferences are paramount to establish contacts,for acquisitions Equipment & services and cannot be missed.

Reading the industry press will help to keep up to date with the structure of the market.

Attending trade events and festivals will be a useful way of establishing contacts. Advertising the business in trade journals may be useful.

Channels

Sales, Distribution, and Marketing Channels

In marketing our products and services, we will rely on a combination of the following channels:

- Direct approach
- Yellow pages
- Website
- Radio and television
- Record Company Contracts.
-
- Trade shows
-

Alliances with television companies that have industry credibility, presence, and distribution are key to our strategy.

In monitoring our services and market position, we will rely on feedback from customers with whom we have relationships.

The message associated with our products and services is high quality & Originality. Our promotional plan is diverse and will include a range of marketing communications. Yet specifically the strategy shall be to create new inroads into new markets, specifically in the East. The Western Broadcasting Media is typically noted for its reliance upon distributing only within the beaten track territories, ie English Speaking Nations, this policy is definitely not the limitation factor that governs the business Concept for "One World Entertainment Television"

Pricing Strategy

We plan to set our pricing based on market value. Our actual price will be based on whether our services are required on a daily or an hourly basis. It is anticipated that we will charge between £12.000 per hour and £20.000 for our basic rental side of our services. It is understood that a Film maybe sub-let to even dozens of networks Internationally even in one day,The rental range begins at £12.000 upwards,therefore the overall fee would depend upon how many sub-rental contracts agreements are intended to be contracted.

Management

The company's management philosophy will be based on responsibility and mutual respect.

5 Star Film Co.Ltd. will maintain an environment and structure that will encourage productivity and respect for customers and fellow employees. Additionally, the environment will encourage employees to have fun by allowing creative independence and providing challenges that are realistic and rewarding.

The Film Company shall recruit a management team that is highly experienced and qualified. The management team is lead by The Production Manager as well as the Executive Producer who shall supervises the entire consolidated Admin team of 14 -24.

Strategic Direction

SWOT Analysis

This is a summary of the business's most important strengths, weaknesses, opportunities and threats.

Strengths of the Business

Excellent quality product, ie Films featuring Master Class Performing Artistes & Celebrity Acts, plus a Unique Copyright Marketing Model, and an ability to multiply sales from successive Internet advertising Revenue as well as TV Advertising, Online Concert Sales, Program Rentals, and direct Franchise licensing.

"Which means that" enables high powered sales, expansion, outreach and a reputation as an original landmark operator in this history of broadcasting..

Recruit Employees with Good management skills.

"Which means that" Well run business that remains consolidated rather than over expanded and over staffed congested and eventually potentially inter-communicatively dysfunctional.

Good ability to extract & disseminate information, having ones own Publicity Network.

"Which means that" Can control the business.-

Weaknesses of the Business

New Player.

"Which means that" Track Records always have to be attained in order to drive Prime Advertising Revenues. The Marketing system is also dependent upon gaining the Record Company Contracts, this will take time to develop and therefore until a large enough Archive has been developed, a reliance upon renting Films from the BBC shall have to be relied upon. Should this be the case then the first 6 Months profit forecast, could be lower than anticipated. However the profit base is extraordinarily high in comparison with most Businesses, therefore the reduction shall be insignificant, as the Company is not committing to any Shareholder dividend based fiduciary schedules.

Lack of systems

"Which means that" The company needs to develop systemised operational &

sales techniques,that incorporate

an entirely new International Archive repository of Staged Film Productions. This is groundbreaking territory and pioneering,controlling Copyright features,protecting I.P Assets and defending against cloning competitive opposition

in a tough competitive field will be a challenge. A strict adherence to maintaining a Strong Legal Consultancy representation throughout the structure development stages shall be deemed necessary.

Opportunities in the Marketplace

Add-on products such as ** Franchise Licensing Operations,Syndication,Online Video sales

"Which means that" A potentially enormous market for {5 Star Film Co.Ltd } to tap into.

Growing market segments.

"Which means that" { 5 Star Film Co.Ltd } should target these segments.

The key & lock to the Business Model,is to Focus the Television Program as a Franchise Model that is adaptive to each Nation's Culture,with the ideal & immaculate concept of attaining to represent each Nation's historic contribution to Cultures achievement within the field of the Performing Arts. Establishing with the Psyche of each Nation a TV Program that is championing its hereditary & Cultural Heritage is paramount to creating a National Pride Monument that Viewers will accept on a loyalty basis. This phenomenon is nowhere as evident as out pictured through the Olympic Games,though the aim of business Model is to raise the Standards within each Nation as to what level of excellence within the Performing Arts is actually acceptable in order to be classified as Worthy of Fame! Certain TV Stations believe that genres such as grunge,thrash Metal & Techno,is worthy of TV Merit,we seek to leave these genres to Operators who are seeking only trends popularity as their criteria for engagement rather than Virtuosity as the Attainment level of the Performing Artistes themselves.

Threats in the Marketplace

Bullishness from the Multi-National Distributors. Prime time saturation of

competitive content broadcasting, could oust Us from the higher advertising premium earnings.

"Which means that" Resulting in reduced profitability.

Declining size of the International Billion £ annual earning segment. Recently a trend has been noticed whereas Large Mo-gal Operators have sought to multiply their interests by creating three four or more Channels on the Networks. One of these newcomers is focussing on playing the weeks past repeats only, we feel that this is the trend to dilute ingenuity with mediocrity itself, as a commitment to profit itself with little regard for the damage that this does to the Network through over saturation. This threat reduces the available advertising revenue that is available, yet however it does raise the competitive level that shall eventually force Programs to have to up their game and begin to broadcast a higher standard of Programs in order to keep their Viewer Stats.

"Which means that" Need to focus on growing Franchise segments to spread the Company's objectives to deliver English language Performing Arts throughout International boundaries. We believe that there is a particular love of western Films throughout Asia, maintained by the generations that want to improve their English Language acumen.

Corporate Objectives (Goals)

To become an Internationally well known household name.

"ONE WORLD TELEVISION." An International Entertainments Program, that examines the Nations Cultural Standards of excellence in the Performing Arts, in order to invigorate the Avant Garde, to locate and discover the Prime resources of creative attainment that endeavour to pioneer the mainstream to be inspired & elevated beyond the conformity to mediocrity in Our Age, then to Promote the Films, Plays & Content that represent these resources.

To sponsor the Performing Arts creatives Industry & to source as well as to produce new works.

To endeavor to establish an Archive of fresh Content & to encourage contracts from the Record & Entertainment Industry.

SHORT TERM CORPORATE GOALS:

To secure the Launch funds through an equity investor. Launch the New Channel, sell advertising, then purchase & install the Broadcasting Control Room, Consoles, Software, Monitors, Lighting & Camera equipment.

To organise and undertake the two TV Program Productions scheduled to be Filmed two days per week for 8 Weeks. Hire Studio Space, Contract Guest Speakers, Celebrity Guest each Week according to the discussed Agenda.

To develop the Stations Website & Publicity PR Sites, and to seek new avenues to locate Broadcast-able Content via Film Industry Social Networks.

Plan & Schedule Our Post Launch date *début* Party, with Filmed Live Music & Celebrity Guests.

To ensure diligently that content, branding, post production, animation, ingesting has been before the launch date.

LAUNCH DATE:

To maintain a Program purchase & Coordination routine 3 Months in Advance.
To achieve a successive slow progressive consolidation as a Weekend Channel, and to build a steady loyal Viewers during the first Year.

Other Objectives (Goals)

To establish multi-level Franchise licensing Contracts that enable voice over or sub-titled productions of the Program in various languages to enable the breakthrough into all Continents & Sub-Continents.

To send Film Crews to Film Festivals & spectacular Events.

To distribute Our Own Productions abroad with the first year.

PROMOTIONAL STRATEGIES

Print Advertising

Develop a corporate brochure, and Prospectus
Complete the Operations Manual, Contract a Consultancy Firm to Publish the
Stations Document in preparation for the License Application.

2014

Advertise in local publications

Advertise monthly in magazines that are specifically targeted to the
Entertainments Industry

Advertise monthly on the Internet.

Lead Generation Program

Conduct monthly on-going lead generation program. Send out monthly direct mail
leaflets with response coupons.

Qualify leads and make appointments by using telemarketing staff. Contact
Venue Managers, Record Companies,
Agents and those Artistes & Celebrities already on our Performing Arts Association
Contact lists.

Establish Project Managed Outreach Programs:

Personally contact at least ten potential partners each week, testing the waters.

PR Program

PR release to be initiated each month to various trade journals and magazines.

Engage our Press & P.R Office to book Radio Show Interviews Internationally Once every 2 months. Play it by ear.

Sales Force

Engage Marketing staff to Contract Acts through Record Companies & Agencies.

Implement a new structural programme for the sales force, allocating sales reps to accounts and segments rather than area. Consider whether it shall be feasible to bring in Temps and Interim Management teams to bolster the Sales Team in order to establish the first years Concert Directory archive.

Organise a Project Management Incentive programme to be implemented. Hire Reps from a separate location office, in order to push through to gain the Venue & Record Company licensing Contracts.

GENERAL MARKETING

Produce monthly sales reports by product, by market segment, by territory and by sales representative. Keep a tally on Our Franchise Operators & ensure that the annual audits & receipts are checked in & are in order.

The Project Manager needs to log all Internet site coding & upgrades and ensure that all data is recollect able whenever changes are implemented to ensure that anomalies and dysfunctions shall not occur. Engage in detailed Media Analysis & consultation.

FINANCIAL STRATEGIES

Payment Days

Maintain payment of bills, within the limits up to 30 days maximum .

Expenses

Develop and implement new policies on approval and signatures on expenses.

Wages

Pay all wages on a monthly basis instead of weekly. Commencing 2 Months before launch.

ORGANISATIONAL AND MANAGEMENT

Next Year's Objectives

To recruit the Operations Team Management Team & Production Team, or to have them all in place before applying for a Network placement permission.

To have Our spec. research completed & our order for the Broadcast Equipment ready before applying for Network placement permission.

To have the HQ Offices & Studios amenities in place & ready for lease before applying for Network Permission. To have inaugurated all Directors & had them briefed with a clear insight as to all future procedures, at the Inaugural General Meeting & following Meetings, before applying for a Network placement permission. To have achieved the Network placement permission and having satisfied Consultation expertise advisory recommendations before applying for acceptance on the Network.

To employ no more staff than 24 for the first 6 months.

HUMAN RESOURCE STRATEGIES

Organisational -
Establish An Additional Project Manager & Staff.

Draw organisational chart.

Develop incentive scheme related to job requirements.

Policies and procedures

Employ a minimum of 4 Senior Advertising sales persons who have previous experience working at a TV Station.

Employ one accounts receivable Secretary.

contract the Candidates who have responded to Our advertising campaign. Six Professional Broadcast Engineers & Technicians, including one Senior Broadcast Engineer who has 27

Years experience working at a National Television Broadcasting Firm.

Contract the Office Management team of six.

Contract the Stage Management crew, and contract Producers on a freelance production basis until after the Stations launch.

Training

Carry out training need.

A Media Consulting firm have been enlisted to provide governance, compliance & Ofcom regulation training prior to launch

Organise weekly meetings to follow up tasks

Publish the Project Management Schedule & Team Roster Booklet: Shortly after Recruitment.

The Initial Project roster will focus the contracting of a minimum target amount of 2000 Videos & some Films to be made available for archiving & broadcasting following the launch date of the Program "ONE WORLD TELEVISION", to be achieved by Record Company Contractual Licensing.

After six months to one Year of Broadcasting the Company intends to purchase a Ship, in order to expand its production studios & to launch its asset TV Program

"Entrepreneurs on Board"

The following outlines How the Luxury Liner Suites the Stations requirements for a Production Studio Headquarters.

The Specifications that are met by the Ship are indicated by a *

The clear message coming from this research indicates that of any production and build space does not need to be high in terms of finish and fit-out. These specifications are not listed in order of importance.

- On-site parking ***
- Availability of site services – electrical, water, drainage ***
- Office space, including toilets, phone-lines/internet access ***
- Make-up and costume facilities (preferably including laundry) ***
- Canteen or eating area ***
- Suitable production power ***
- Heating and ventilation ***
- Acoustic treatment of internal surfaces (Able to be Adapted)**
- Acoustic doors (Able to be Adapted)**
- Facility for storage ***
- Dressing rooms for artists ***
- Props storage ***
- Construction workshops ***
- Possibility to expand office spaces with porta cabins (if required) ***
- Possible space for post-production facilities ***
- Set storage facility ***
- More than one space (to allow work on sets while unit is shooting in another studio) ***

Advertising Sales:

Advertising Sales tends to be played down due to their phenomenal voracity for increased profits.

Due to the multi-tiered structure of discounts versus premium rates for fewer purchases, the income can double or triple depending on how many Agency purchasers are competing for spot allocations.

Our Pricing Model allows for rapid advance booking deposits to accrue by offering the cheapest rate of all for purchases of 1000 spots in one week, which would cost £5.000.000, yet the remaining 300 would sell at a premium average of £40.000 each.

If however 6 Agencies were purchasing, the weekly revenue would look like this.

First 1000 spots. [$1000 / 6 = 166$] There is a £10 pro-rata discount for purchases over 150, so a typical pro-rata spot would cost £38 per 1000 viewers. Therefore the first 1000 spots would sell for £28.000.000 if 1.000.000 Viewers watched the Program.

The next 300 spots would average at £40.000 and bring in £12.000.000 per million viewers.

Therefore an 88% capacity sell structure such as this would earn £40.000.000 per week.

If however there were 3.000.000 viewers, then that amount would triple to £120.000.000 for one week.

Another Structure.

If only 1000 spots were purchased in a week, and the buyer went on to purchase only the extreme discount rates per 1000 spots in successive weeks, then the earning would amount to £5.000.000 per week, leaving 300 spots unsold. This is one possibility yet unlikely, even then that figure could still double or triple depending on the program calibre and the volume of viewers.

Therefore an enormous shift can occur from one quarter of a billion pounds up to more than 6.2 billion pounds gross is possible per annum.

To see our Pricing Structure, and how you can profit with us, by launching Our Managed Television Channel, please go to the Private website at www.star-venue.co.uk

5 STAR FILM CO.LTD. is an Incorporated L.L.C Film Production Company. Committed to Promoting Specialist Concerts in the U.K and for the Production of Television quality Live "In Concert "Legendary Films featuring Music Performed by Legendary Acts.

