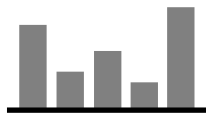




E C O N O M I C S O F

MOBILE PROGRAMMING



2 0 0 9 E D I T I O N

 **SNL**Kagan

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GoTV Networks

U.S. Commercial Mobile Launch Date:

2003

Management:

Thomas Ellsworth, CEO

Daniel Tibbets, EVP and Studio Chief

Total Startup Capital Raised To Date:

Not reported.

Investors:

Charles River Ventures

Bessemer Venture Partners

Motorola Ventures

Qualcomm

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GoTV brands itself as the first and largest mobile-media network, with channels on most U.S. carriers including Verizon, AT&T, Sprint, Alltel, Leap, Virgin Mobile, Boost and T-Mobile. It also offers apps for the iPhone and Android. GoTV produces its own content through its GoTV Production studios and has been mostly focused on music channels, which feature videos and interviews.

GoTV currently uses three business models:

- Ads, normally short video pre-rolls, especially with iPhone and Android services;
- Premium subscriptions to GoTV channels, with proceeds shared with carriers; and
- Upfront license fees from carriers for predetermined content production.

App Store downloads generally have a one-time \$0.99 fee and videos are ad-supported. Most popular content includes Hip-Hop Official, True Country, ES Musica and Just Nutz (extreme sports).